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SALES & MARKETING MANAGEMENT
OCTOBER 31, 1983
A BILL PUBLICATION
THIRTY-FIVE DOLLARS

1983
Survey of Buying Power
Part II

Featuring
Metropolitan Market Projections to 1987
Retail Sales by Merchandise Line Categories
Up-to-date Data on Newspaper and TV Markets

Section A.
How Survey data give profit-oriented marketers a strong competitive edge

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Section B.
Merchandise Line Sales for 1982 by Metropolitan Markets

Section C.
U.S. Metropolitan Market Projections for Population, Effective Buying Income, Retail Sales, and S&MM's Buying Power Index

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Section D.
Annual Survey of Newspaper Markets

Section E.
Annual Survey of TV Markets

Section F.
Zip Code Markets
Put Zip in your sales

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Selling telephones. Suppliers and retailers are ringing up sales as consumers rush to buy phones. It is said that by 1990, renting a phone from the telephone company will be "as odd as trying to rent a toaster from the electric company." Nov. 14.

An S&MM Special Section: Sales Meetings. As the economy rebounds, marketers show new enthusiasm for using meetings to prepare salespeople to target new opportunities. S&MM also reports on the results of its exclusive survey of the whys—and hows—of today's meetings. Nov. 14.

Sales training. The newest innovation is the videodisc, which combines video's ability to present real-life enactments with the microcomputer to make training more flexible and "interactive." Managers at Howard Johnson swear by them. Nov. 14.

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ABP BPA ABC

Section A

Survey data: Giving marketers power to shape the future

With data from its five statistical sections, marketers can improve their planning capabilities and construct a solid foundation for targeting their sales strategies.

By RICHARD KERN
Associate Survey Editor
Survey of Buying Power

If a structure is only as good as the foundation it's built on, the structure of a successful marketing strategy depends on the quality of the planning that goes into it. The *Survey of Buying Power—Part II*, with its emphasis on metro area projections and media markets, is used by marketers who want to get the most for their money in their planning.

Pinpointing tomorrow's high-growth markets is just one of the many ways in which the *Survey* provides marketers with five-year projections for the three most important basics of local markets: population, Effective Buying Income (EBI), and retail sales. Marketers with more specialized needs can use the *Survey's* statistics on merchandise line sales, such as apparel, groceries, appliances, and health & beauty aids, to analyze the market potential of particular product lines.

Media planning, especially the allocation of advertising dollars among local markets, is also enhanced by *Survey* data. Information on population, EBI, and retail sales for newspaper markets tell marketers how to make the most effective use of that medium. *Survey* information on TV markets, or ADIs (Areas of Dominant Influence), was improved this year with updated data on population by age groups—the prime targets of TV advertisers. And this year's *Survey* also introduces data for 5-digit Zip Codes (see page 173) for those interested in going below the metro area or county level.

In searching for markets that

Exhibit A: Store groups vs. merchandise lines

Rank	Metro Market	*1982 General Merch. Group ($000)*	*1982 Women's & Girls Clothing ($000)*	*% Of General Merch. Sales*
1.	Los Angeles-Long Beach	$4,578,845	$1,871,032	40.8%
2.	Chicago	3,970,967	1,986,496	50.0
3.	New York	3,770,905	2,287,034	60.6
4.	Detroit	3,064,023	1,156,466	37.7
5.	Houston	2,830,468	1,123,943	39.7
6.	Washington, DC	2,606,464	1,055,647	40.5
7.	Boston	2,430,309	1,338,947	55.0
8.	Philadelphia	2,400,331	1,182,720	49.2
9.	Minneapolis-St. Paul	1,967,134	613,683	31.2
10.	Atlanta	1,880,553	627,513	33.3

Source: *S&MM's Survey of Buying Power—Parts I and II.*

Exhibit B: Newspaper markets —Choosing your coverage

Newspaper Market	*Households (Thous.)*	*Household Rank*	*Auto Sales Rank*
New York	5,296.4	1	2
Los Angeles-Long Beach	3,793.6	2	1
Chicago	2,720.9	3	3
Philadelphia	1,733.4	4	7
Detroit	1,718.9	5	5
Boston	1,482.4	6	9
Houston	1,364.8	7	4
Washington, DC	1,281.5	8	6
San Francisco	1,081.5	9	14
Minneapolis-St. Paul	938.9	10	11

SURVEY HIGHLIGHT

Metro market outlook through 1987

	1987 Projected Estimates	Projected % Change 1982–87	Actual % Change 1977–82
POPULATION (Thous.)			
U.S.	**246,154.8**	**+ 5.5%**	**+ 7.1%**
Metro	186,676.8	+ 5.5	+ 8.3
Nonmetro	59,478.0	+ 5.6	+ 3.5
HOUSEHOLDS (Thous.)			
U.S.	**90,219.8**	**+ 6.0%**	**+13.1%**
Metro	69,042.4	+ 6.3	+14.5
Nonmetro	21,177.4	+ 5.2	+ 8.7
EFFECTIVE BUYING INCOME ($000)			
U.S.	**$3,722,861,163**	**+71.6%**	**+66.4%**
Metro	3,015,259,973	+72.2	+67.8
Nonmetro	707,601,190	+68.8	+61.0
AVG. EBI PER HOUSEHOLD			
U.S.	**$41,264**	**+61.8%**	**+47.2%**
Metro	43,673	+62.0	+46.6
Nonmetro	33,414	+60.4	+48.1
RETAIL SALES ($000)			
U.S.	**$1,869,972,802**	**+70.0%**	**+52.0%**
Metro	1,501,312,423	+70.5	+53.8
Nonmetro	368,660,379	+67.0	+45.3
AVG. RETAIL SALES PER HOUSEHOLD			
U.S.	**$20,727**	**+60.0%**	**+34.4%**
Metro	21,745	+60.0	+34.4
Nonmetro	17,408	+58.8	+33.6
BUYING POWER INDEX			
U.S.	**100.0000**	**N.A.**	**N.A.**
Metro	79.7500	+ 0.3%	+ 1.0%
Nonmetro	20.2500	− 1.2	− 3.6

N.A.—Not Applicable; 100.0000 is an index figure equivalent to the total U.S. potential for that year. The metro and nonmetro indexes are shares of the U.S. sales potential.

Notes: Effective Buying Income and retail sales projections are in current dollars; see page 26 for the inflation assumptions made for each year in the 1982–87 period. The 1987 projections apply to the 314 S&MM metropolitan markets as currently defined. Similarly, in calculating the percent changes, the metro market totals are based on the county definitions for the base years 1977 (when there were only 300 metro markets) and 1982. Because of the extensive changes made in metro area definitions by the federal government this year, the percent changes shown for the two time frames are not directly comparable.

Source: *Sales & Marketing Management's 1983 Survey of Buying Power—Part II.*

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MARKET HIGHLIGHT

The 1984 marketing environment: Brisk upbeat

Category	% Change 1983–84	1982–83
Gross National Product (GNP), current $	+10.2%	+5.8%[1]
GNP, 1972$	+ 5.1	+1.3[1]
GNP price deflator	+ 5.0	+4.4[1]
Consumer Price Index	+ 5.0	+2.5[2]
Consumer income, pretax	+ 9.3	+5.5[1]
Corporate profits, pretax	+25.2	+6.7[1]
Nonresidential fixed investment	+11.3	−6.4[1]
Industrial production	+ 8.7	+3.6[2]
Unemployment rate	8.6%	9.9%[3]
Automobile sales (mil. units)	10.4	8.8[4]
Housing starts (mil. units)	1.760	1.732[3]

[1] 1983 first half vs. 1982 first half. [2] 1983 eight-months average vs. 1982 annual average. [3] 1983 annual average. [4] 1983 first-half average.

Sources: Eggert Economic Enterprises, *Blue Chip Economic Indicators* (based on monthly poll of 45 leading economists) for 1984 outlook: Joint Economic Committee, *Economic Indicators*, for 1983 performance.

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offer greater sales-building opportunities, marketers should be aware that a combination of variables, rather than just income, for example, gives a better indication of market potential.

This is where the *Survey's* Buying Power Index (BPI) is most useful. Because it combines the three basic market dynamics—population, EBI, and retail sales—it gives the marketer a handy indicator of the market's ability to buy, and is thus a more meaningful barometer of product potential. In the following pages, the *Survey's* individual sections are discussed and examples given of how the data can be used by marketers who want to exploit future sales-building opportunities.

Section B: Merchandise Line Sales

The *Survey's* merchandise line sales data, which are estimates of metro market expenditures for seven specific product categories, help marketers refine their strategies with information on their particular product market. The metro area ranking, when used in conjunction with the retail store sales statistics from *S&MM's Survey of Buying Power* (July 25), will show a product's market share and give marketers a more accurate fix for estimating potential sales for a local area (page 45).

When one considers the extent to which retailers practice cross-market merchandising, sales data for store groups can be misleading, in that the store type is not necessarily confined to the product category associated with it. For example, food store sales include sales of much more than just groceries. The difference between statistics for retail store groups and merchandise line categories should be carefully considered by marketers when establishing quotas and allocating sales-support spending. Otherwise, incorrect assumptions can lead to unfair quotas and misdirected advertising.

In the Minneapolis–St. Paul metro area, for instance, general merchandise sales *(S&MM's Survey of Buying Power*, July 25) were $1.967 billion in 1982, putting the market in the top 10 for that category. Marketers of women's apparel might think it is a healthy market for a product which is marketed through this retail segment. However, the merchandise line sales for women's & girls' clothing in Minneapolis–St. Paul metro are $613 million, or 31.2% of the group's sales.

When compared with other metros that are among the top 10 in general merchandise sales, we see that, in all cases, women's & girls' clothing sales account for a higher percentage of the store group's total sales than they do in the Minneapolis–St. Paul metro. (See Exhibit A, page 9). When it comes to estimating potential sales, hence quotas for salespeople, the value of this type of data for specific product categories cannot be stressed too highly. Among the top 10 markets listed, 3, New York, 60.6%; Boston, 55.0%, and Chicago, 50.0%, show the most promise because of the merchandise line's high market share. But on closer examination, the original assumptions concerning the potential of the Minneapolis–St. Paul market proved to be incorrect.

SURVEY HIGHLIGHT

Top 50 markets in 1987: LA the new champ

Rank 1982	Rank 1987	Metropolitan Market	Projected 1987 Pop. (Thous.)	Projected % Change 1982–87
2	1	Los Angeles-Long Beach	8,005.2	+ 4.74%
1	2	New York	7,907.2	– 2.60
3	3	Chicago	5,978.1	– 0.85
4	4	Philadelphia	4,713.1	+ 0.58
5	5	Detroit	4,371.0	– 1.10
6	6	Boston	3,647.6	– 0.24
8	7	Houston	3,638.0	+20.15
7	8	Washington, DC	3,465.1	+ 4.49
9	9	Nassau-Suffolk, NY	2,679.8	+ 1.61
10	10	Atlanta	2,501.7	+10.58
14	11	Dallas	2,383.3	+13.99
12	12	Minneapolis-St. Paul	2,334.8	+ 6.44
15	13	Anaheim-Santa Ana, CA	2,312.7	+10.68
11	14	Baltimore	2,254.2	+ 1.37
16	15	San Diego	2,232.8	+11.84
13	16	Pittsburgh	2,137.1	– 2.05
23	17	Riverside-San Bernadino, CA	2,020.9	+18.49
22	18	Tampa-St. Petersburg-Clearwater, FL	1,976.6	+13.41
25	19	Phoenix	1,950.5	+18.01
21	20	Miami-Hialeah	1,923.6	+ 8.80
19	21	Oakland, CA	1,915.4	+ 5.62
24	22	Seattle	1,862.3	+12.45
20	23	St. Louis	1,849.7	+ 2.22
17	24	Newark, NJ	1,836.2	– 1.52
18	25	Cleveland	1,796.8	– 3.01
26	26	Denver	1,719.3	+11.96
27	27	San Francisco	1,518.3	+ 1.25
30	28	San Jose, CA	1,474.4	+ 7.52
28	29	Cincinnati	1,430.9	+ 1.73
29	30	Milwaukee	1,421.5	+ 1.41
31	31	New Orleans	1,399.2	+ 7.23
35	32	Sacramento, CA	1,343.0	+13.25
33	33	Columbus, OH	1,291.2	+ 1.69
39	34	Fort Lauderdale-Hollywood-Pompano Beach, FL	1,267.1	+14.40
32	35	Bergen-Passaic, NJ	1,257.8	– 1.57
37	36	Portland, OR	1,253.5	+10.39
34	37	Norfolk-Virginia Beach-Newport News, VA	1,242.4	+ 3.89
38	38	San Antonio, TX	1,229.6	+ 8.80
41	39	Fort Worth-Arlington, TX	1,211.4	+16.50
36	40	Indianapolis	1,211.0	+ 2.70
45	41	Salt Lake City-Ogden	1,124.3	+15.38
42	42	Charlotte-Gastonia-Rock Hill, NC-SC	1,095.3	+ 9.07
40	43	Hartford-New Britain-Middletown-Bristol, CT	1,074.2	+ 1.65
50	44	Oklahoma City	1,010.9	+11.63
44	45	Rochester, NY	991.3	+ 0.93
48	46	Memphis	986.5	+ 5.87
46	47	Louisville, KY	978.5	+ 1.59
52	48	Monmouth-Ocean, NJ	971.4	+ 8.17
54	49	Nashville	965.4	+ 8.50
43	50	Buffalo	938.9	– 5.61

Source: *Sales & Marketing Management's 1983 Survey of Buying Power—Part II.*
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Section C: Metro Projections

The changes in a market's demographic and socioeconomic makeup are of prime importance to those marketers who want to be one step ahead of the competition. Short-term gains, however profitable, cannot be considered productive if they are made at the expense of a solid, long-term marketing plan. To assist planners in formulating a sound long-range strategy, the *Survey* provides

SURVEY HIGHLIGHT

Tomorrow's fastest-growing markets

Rank	Metropolitan Market	Projected % Growth 1982–87	Projected 1987 Pop. (Thous.)
1.	Fort Pierce, FL	24.60%	217.3
2.	Fort Myers, FL	24.27	289.8
3.	Las Vegas	23.37	634.1
4.	Odessa, TX	22.83	154.4
5.	Brazoria, TX	22.68	234.2
6.	Richland-Kennewick-Pasco, WA	22.08	194.6
7.	Olympia, WA	21.34	166.6
8.	Casper, WY	21.32	95.6
9.	Bryan-College Station, TX	20.99	126.8
10.	Bremerton, WA	20.74	192.7
10.	Redding, CA	20.74	154.3
12.	West Palm Beach-Boca Raton-Delray Beach, FL	20.41	771.8
13.	Houston	20.15	3,638.0
14.	Ocala, FL	20.03	165.4
15.	Provo-Orem, UT	19.74	290.0
16.	Reno	19.29	253.5
17.	Austin, TX	19.04	701.0
18.	Midland, TX	18.98	107.8
19.	Sarasota, FL	18.66	266.4
20.	Riverside-San Bernadino, CA	18.49	2,020.9
21.	Victoria, TX	18.21	88.3
22.	Phoenix	18.01	1,950.5
23.	McAllen-Edinburg-Mission, TX	17.54	375.3
24.	Laredo, TX	17.34	127.9
25.	Fort Collins-Loveland, CO	17.29	194.7

Source: *Sales & Marketing Management's 1983 Survey of Buying Power—Part II.*
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five-year metro market projections (page 55) that can be used to pinpoint those markets with the most growth potential as well as uncover those areas with little or no growth.

The recent pattern of above-average growth in the South and West is expected to continue through the *Survey's* forecasted 1982–87 time frame. Also continuing will be the losses, however slight, in the traditional population centers, such as New York City, Boston, Detroit, and Pittsburgh. In terms of individual markets, this year's reorganization of the classification system for designating metro markets (*S&MM's Survey of Buying Power*, July 25) will cause a few logistical headaches for those who have used past *Survey* projections. Changes in the physical makeup of some of the larger metro areas and the creation of new areas (which occurred with the advent of the federal government's new criteria) will alter the ranking of projected growth markets.

For example, the former Dallas–Fort Worth metro area, which in last year's *Survey—Part II* placed second in terms of projected population growth for the 10 largest metros (1981–86), was split into 2 separate metro areas. Consequently, this had a marked effect on the Fort Worth area and its place on this year's population rankings, where it dropped to 41st.

Dallas, on the other hand, dropped only two slots, from ninth to eleventh, with its

SURVEY HIGHLIGHT

Tomorrow's market losers

Rank	Metropolitan Market	Projected % Loss 1982–87	Projected 1987 Pop. (Thous.)
1.	Buffalo	−5.61%	938.9
2.	Jersey City, NJ	−4.17	521.8
3.	Niagara Falls, NY	−4.05	217.7
4.	Cleveland	−3.01	1,796.8
5.	Battle Creek, MI	−2.94	135.4
6.	East St. Louis-Belleville, IL	−2.84	287.4
7.	Utica-Rome, NY	−2.74	308.9
8.	New York	−2.60	7,907.2
9.	Anderson, IN	−2.53	134.6
10.	Pittsfield, MA	−2.44	140.1
11.	Youngstown-Warren, OH	−2.34	516.5
12.	Elmira, NY	−2.15	95.4
13.	Pittsburgh	−2.05	2,137.1
14.	Trenton, NY	−2.04	302.4
15.	Alton-Granite City, IL	−1.91	261.6
16.	Binghamton, NY	−1.74	259.3
17.	Lawton, OK	−1.66	112.7
18.	New London-Norwich, CT	−1.62	237.4
19.	Bergen-Passaic, NJ	−1.57	1,257.8
20.	Vineland-Millville-Bridgeton, NJ	−1.55	133.8
21.	Newark, NJ	−1.52	1,836.2
22.	Kokomo, IN	−1.16	102.5
23.	Detroit	−1.10	4,371.0
24.	Beaver County, PA	−0.94%	201.2
25.	St. Joseph, MO	−0.91	87.1
26.	Muncie, IN	−0.87	125.5
27.	Chicago	−0.85	5,978.1
28.	Altoona, PA	−0.73	136.0
29.	Albany-Schenectady-Troy	−0.66	844.4
30.	South Bend-Mishawaka, IN	−0.63	237.3
31.	Syracuse, NY	−0.62	644.8
31.	Springfield, MA	−0.62	578.5
33.	Champaign-Urbana-Rantoul, IL	−0.54	167.3
34.	Dubuque, IA	−0.53	94.0
35.	Providence-Pawtucket-Woonsocket	−0.50	870.5
36.	Muskegon, MI	−0.45	154.7
37.	Flint, MI	−0.29	442.9
38.	Great Falls, MT	−0.25	79.9
39.	Boston	−0.24	3,647.6
40.	Scranton-Wilkes-Barre, PA	−0.18	734.9
40.	Benton Harbor, MI	−0.18	170.2
42.	Jackson, MI	−0.07	151.2

Source: *Sales & Marketing Management's 1983 Survey of Buying Power-Part II.*
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SURVEY HIGHLIGHT

Most affluent markets in 1987

1987 Rank	Metropolitan Market	1987 Projected EBI Per Household	% Increase 1982–87	Growth Index[1]
1.	Nassau-Suffolk, NY	$64,145	68.99%	112
2.	Lake County, IL	63,248	65.77	106
3.	Midland, TX	60,431	64.59	105
4.	Bridgeport-Stamford-Norwalk-Danbury, CT	60,421	61.23	99
5.	Anchorage	57,393	63.12	102
6.	Middlesex-Somerset-Hunterdon, NJ	56,078	61.98	100
7.	Washington, DC	54,815	64.38	104
8.	Bergen-Passaic, NJ	54,772	63.37	103
9.	Newark, NJ	54,334	67.37	109
10.	Anaheim-Santa Ana, CA	53,936	62.10	100
11.	Grand Forks, ND	53,764	70.85	115
12.	Poughkeepsie, NY	52,919	68.31	111
13.	Aurora-Elgin, IL	52,494	65.98	107
14.	Honolulu	52,316	61.43	99
15.	San Jose, CA	52,208	57.96	94
16.	Richland-Kennewick-Pasco, WA	51,763	65.73	106
17.	Oxnard-Ventura, CA	51,170	64.31	104
18.	Joliet, IL	51,073	64.38	104
19.	Odessa, TX	50,521	64.68	105
20.	Brazoria, TX	50,493	57.07	92
21.	New London-Norwich, CT	50,149	66.36	107
22.	Peoria, IL	50,049	68.75	111
23.	Wichita, KS	49,936	69.69	113
24.	Davenport-Rock Island-Moline, IL-IA	49,489	69.81	113
25.	Seattle	49,439	62.96	102
26.	Monmouth-Ocean, NJ	49,256	65.69	106
27.	Ann Arbor, MI	49,239	65.69	106
28.	Trenton, NJ	49,214	60.81	98
29.	Minneapolis-St. Paul	48,877	66.87	108
30.	Chicago	48,833	66.15	107
31.	Lafayette, LA	48,818	66.99	108
32.	San Francisco	48,786	59.38	96
33.	Wilmington, DE	48,340	69.18	112
34.	Lincoln, NE	48,305	70.59	114
35.	Kalamazoo, MI	48,159	71.02	115
36.	Omaha	48,112	69.43	112
37.	Houston	47,965	53.79	87
38.	Iowa City, IA	47,943	72.10	117
39.	Waterloo-Cedar Falls, IA	47,725	68.49	111
40.	Galveston-Texas City, TX	47,654	61.92	100
41.	Houma-Thibodaux, LA	47,468	66.53	108
42.	Casper, WY	47,411	52.19	84
43.	Oakland, CA	47,409	59.70	97
44.	Hartford-New Britain-Middletown-Bristol, CT	47,212	56.32	91
45.	Boston	47,143	64.33	104
46.	Denver	47,141	67.17	109
47.	Santa Barbara-Santa Maria-Lompoc, CA	47,091	63.14	102
48.	Sioux Falls, SD	47,087	67.16	109
49.	Des Moines	47,053	68.32	111
50.	Kansas City, KS	46,923	57.73	93
	U.S.	**$41,264**	**61.78%**	**100**

[1] Growth Index is computed by dividing the market's % Increase by the U.S. % Increase, which is 61.78%; a figure above 100 shows that the market's EBI Per Household will grow that much faster than the U.S. average.

Note: EBI is Effective Buying Income. Figure shown is average EBI per household.

Source: *Sales & Marketing Management's 1983 Survey of Buying Power—Part II.*

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growth rate remaining an impressive 13.9%. More serious consequences affected the former San Francisco–Oakland metro, with neither of the new metros placing in the top 20.

It should be noted, however, that the projected growth for the combined areas will remain much the same. How these changes affected the ranking of the 10 biggest metros and their projected growth figures can be seen in the Survey Highlight on page 11.

Household income

As the most important indicator of a market's buying power, Effective Buying Income (EBI) levels are always watched closely by marketers when comparing different markets. Household EBI statistics are often used by market planners when strengthening the sales force in areas with increased potential. The number of metros with a high Average Household EBI figure, more than $45,000, increased this year because of many newly designated areas that were once part of neighboring metros. Here again, a current ranking of the top gainers, this time in terms of projected income, would look noticeably different, marked by the appearance of new affluent metros such as Lake County, IL, Brazoria, TX, and Middlesex-Somerset, NJ. (See Survey Highlight, at left.)

Of course, regardless of a market's so-called level of affluence, the great equalizing factor in the marketer's analysis of a potential growth area is the market's relative size, with the number of potential customers being an underlying concern.

The definitional changes will also affect retail sales statistics, the third variable included in the *Survey's* metro market projections. By examining retail sales totals for metro areas and converting them to a percentage of total EBI, planners can analyze the degree to which consumers in different areas are spending their avail-

HELLO I'M SLIGHTLY CONFUSED

able income. An area's expenditures ratio can be a determinant for the amount of market support it will receive.

Section D: Newspaper Markets

When it comes to allocating newspaper advertising for market support in a targeted area, a primary concern is the amount of coverage the marketer will attain.

Cost and coverage questions can be resolved by the information in S&MM's Survey of Newspaper Markets (page 89).

Too often, marketers ignore data on the channels of distribution and concentrate on the number of households, the traditional technique of ranking markets for purposes of media

MARKET HIGHLIGHT

Retail sales outlook, 1983–85

Store Category	1983	1984	1985	1982–83	1983–84	1984–85
		$ Bil.			% Change	
DURABLES	**$ 377.30**	**$ 422.84**	**$ 456.16**	**+17.58%**	**+12.07%**	**+ 7.88%**
Building supplies	57.15	63.19	68.48	+16.91	+10.57	+ 8.36
Bldg. materials & paint	41.18	44.84	48.43	+20.70	+ 8.90	+ 7.99
Hardware	8.79	9.80	10.75	+ 4.92	+11.52	+ 9.70
Nurseries & garden supplies	7.19	8.55	9.30	+12.37	+18.96	+ 8.76
Automotive	222.24	252.72	272.97	+21.54	+13.71	+ 8.01
Automotive dealers	199.80	228.80	247.46	+23.34	+14.51	+ 8.16
Auto & home supplies	22.44	23.92	25.50	+ 7.59	+ 6.59	+ 6.63
Furniture & appliances	50.89	55.37	59.03	+ 9.60	+ 8.80	+ 6.61
Furniture, rugs & curtains	29.53	32.14	34.47	+10.83	+ 8.81	+ 7.27
Appliances, TV & radio	17.30	18.76	19.92	+ 9.85	+ 8.47	+ 6.14
Misc. furniture	4.05	4.47	4.64	+ .45	+10.14	+ 3.86
Misc. durables	47.02	51.56	55.69	+10.04	+ 9.67	+ 8.00
NONDURABLES	**$ 792.67**	**$ 844.12**	**$ 894.29**	**+ 5.19%**	**+ 6.49%**	**+ 5.94%**
General merchandise	140.36	151.61	161.24	+ 7.71	+ 8.02	+ 6.35
Department stores	115.27	124.78	132.74	+ 8.39	+ 8.25	+ 6.38
Variety stores	9.13	9.74	10.33	+ 5.09	+ 6.69	+ 6.00
Other general merchandise	15.95	17.08	18.17	+ 4.44	+ 7.10	+ 6.37
Food stores	263.14	280.25	297.16	+ 4.20	+ 6.50	+ 6.04
Gasoline stations	102.54	104.05	106.89	− 2.07	+ 1.47	+ 2.73
Apparel	55.54	60.20	63.62	+ 6.86	+ 8.39	+ 5.68
Men's apparel	8.50	9.12	9.56	+ 5.12	+ 7.23	+ 4.89
Women's apparel	21.00	22.63	23.83	+ 9.08	+ 7.72	+ 5.32
Shoe stores	10.67	11.50	12.29	+ 8.11	+ 7.79	+ 6.92
Misc. apparel	15.37	16.96	17.93	+ 4.15	+10.30	+ 5.74
Eating & drinking places	118.84	127.20	136.87	+10.76	+ 7.03	+ 7.60
Drug stores	39.14	41.96	44.74	+ 9.31	+ 7.21	+ 6.63
Liquor stores	18.92	19.84	20.68	− .63	+ 4.86	+ 4.23
Misc. nondurables	54.19	59.00	63.08	+ 4.42	+ 8.87	+ 6.91
TOTAL RETAIL SALES	**$1,169.98**	**$1,266.95**	**$1,350.46**	**+ 8.89%**	**+ 8.29%**	**+ 6.59%**

Note: Details may not add to totals due to rounding.
Source: Data Resources, Inc., Consumer Economics Div.
* Sales & Marketing Management.

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Of course, there's also the added assurance of Kelly's 100% guarantee!

For more details on what Kelly Marketing can do for you, call or write, Bob Williams, Kelly Marketing, GPO Box 1179, Detroit, Michigan 48232, (313) 362-4444.

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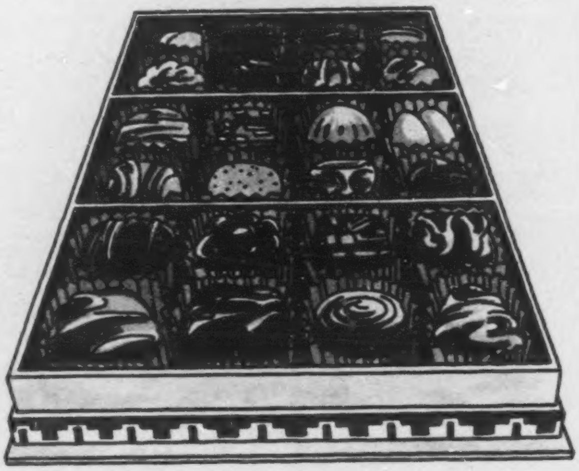

KELLY SERVICES The Kelly Girl® People

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exposure. For most products, the distribution channel is the retail outlet that handles a particular merchandise line. By analyzing the strength of a newspaper market's retail sales for a given store group, the effectiveness of newspaper ads, direct mailings, couponing, etc., can be calculated before a marketer commits his advertising dollars.

Choosing your market

For example, if a marketer wants to promote a product or service related to the automobile market, he might choose the top 10 U.S. markets solely on the basis of population size or household rank. In doing so, he neglects *Survey* information that shows more specifically the strengths and weaknesses of his target market. By looking at the same 10 markets' rankings for automotive dealers sales, he learns that while Boston ranks sixth in total households, it ranks ninth in automotive sales, which suggests a potentially weak market for the marketer's product. In this case, adjustments should be made in either budget allocations or the list of prospective markets. Similarly, 2 other markets in the automotive category's top 10—Dallas, eighth, and Denver, tenth—would be overlooked because the Texas metro ranks seventeenth in households, the Colorado metro, thirteenth. (See Exhibit B, page 9.)

Section E: TV Markets

This year, S&MM's Survey of TV Markets was reorganized to make it more useful in the allocation of advertising dollars. Information on audience demographics, such as total population, households, and black population, was retained, along with Effective Buying Income and total retail sales. New categories include Spanish population and breakdowns of popula-

Why Newsweek Co-operates.

PRODUCT INSIDE

The Newsweek Retail Network is a new, specially-priced, highly competitive marketing program that offers a sales tool for you, an exciting promotional opportunity for retailers and a shopping guide for consumers—retail/co-op advertising in Newsweek.

Newsweek Retail Network advertising combines the best of newspaper co-op and magazine display advertising: quick market coverage and fast close *plus* the excellent reproduction, the upscale audience, the impact and prestige of advertising in Newsweek, which no local publication can match.

Now, by using the Newsweek Retail Network's flexible market plan, you can localize advertising in 41 top retail/metro markets and 50 states and take advantage of special lower rates—up to 30% off individual market rates.

And you reach top retail sales prospects, too. Compare the Newsweek reader to the average newspaper reader in metro/central cities and suburbs: Newsweek readers are more likely to be younger, better educated, hold professional/managerial jobs and have a higher household income.

The simple fact: Newsweek pinpoints upscale consumers in *your* local markets and Retail Network advertising points them directly to *your* retailers for *your* products.

We'd like to co-operate with you. Let us help you design the program that best meets *your* sales and marketing plans and put it to work. Because, with the Newsweek Retail Network, helping you sell more effectively and making cash flow is *our* plan.

For more information, send in the coupon below, contact Jim Woody, Retail/Co-op Advertising Manager, (312) 861-1180, or your local Newsweek sales representative.

THE NEWSWEEK RETAIL NETWORK MAKES CASH FLOW.

Please let me know how the Newsweek Retail Network can work for me.

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Company Product

Address

City State Zip

Phone

Send to: Jim Woody, Retail/Co-op Advertising Manager, Newsweek, Suite 7948,
200 East Randolph Drive, Chicago, Illinois 60601.

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tion by six age groups (page 153).

Because TV is the favored medium of national advertisers, the accuracy with which markets and market segments are pinpointed has become a more critical element of market planning. Also, TV's higher costs compared to other forms of media make it even more important that the targeted markets offer the highest return-on-investment possible.

In the case of the 2-to-11-year-old viewer audience, for example, locating markets with a high percentage of the population in this age bracket can assist marketers who sell to the children's market. By isolating those markets that exceed a pre-set ratio of 2 to 11 year olds, the effectiveness of a TV campaign can be increased, and the advertising budget more efficiently allocated.

These are just a few of the ways that data from the *Survey of Buying Power—Part II* can be used by marketers who want to improve their marketing capabilities through better planning, advertising, and targeting, with eyes on the future and feet firmly planted in the present. ■

S&MM QUOTES

A genius of a home putterer invented a computer with the greatest memory in history. He introduced into the memory every fact about human existence known to humans; details of every work of art were included; stories and fables were included. By the time it was done, the computer was the repository of all human information, fact and fiction.

One day the man sat down to ask it the one question that had bothered him all his life: "Is there," he typed in, "a God?"

After only a few seconds, the answer appeared on the screen: "There is now."

—From *Video Review*, Oct. 1983 issue.

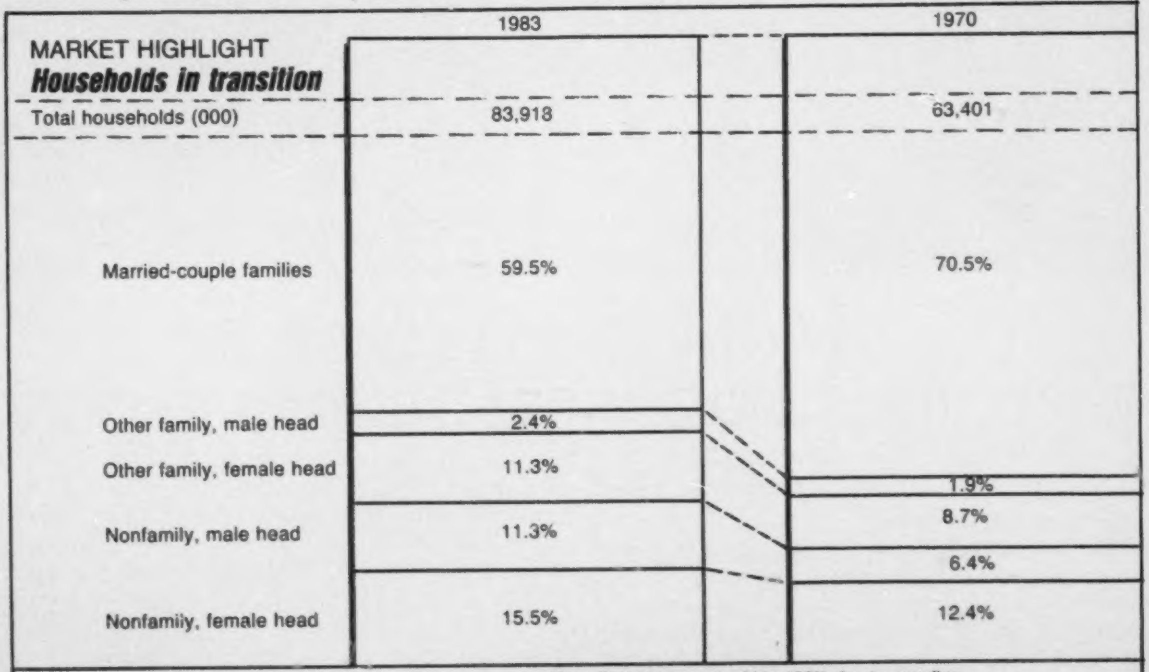
Local twists of social change

Such dramatic changes as the rising number of two-earner married couples may seem universal, but the fact is that local markets often differ sharply. The message for sales strategists is, never take anything for granted.

By THAYER C. TAYLOR
Editorial Director
Survey of Buying Power

Once every 10 years, when the decennial Census of Population and Housing takes place, marketers get the opportunity to examine the social changes that are transforming the U.S. marketplace. While these changes, such as the relative decline of traditional families and the rapid increase in working women, may seem universal, creating new market segments along the way, anyone who would use them in their planning soon realizes that they are indeed *local*, impacting local markets in varying degrees. Knowing how individual markets conform to, or differ from, the broad sweep of social changes enables marketers to formulate sales and advertising appeals that are, indeed, "customized" to local conditions, and thus most likely to succeed.

In recent months, the U.S. Census Bureau, after being hobbled by a flood of law suits and deep budget cuts, has begun to release long-awaited reports on social and economic characteristics of the population that are of the greatest interest to marketers. Because most marketing strategies recognize that the household is the key consumer buying unit,



MARKET HIGHLIGHT
Households in transition

Note: Details may not add to 100% due to rounding.
Source: Census Bureau, *Households, Families, Marital Status, and Living Arrangements: March 1983*, Series P-20, No. 382.
© Sales & Marketing Management.

what the Census Bureau reveals about the dramatic changes in household composition is perhaps most compelling. For example, the traditional family, while still a dominant element, is now a relatively less important household type as other social units increase significantly. Between 1970 and 1982, families as a share of all households slipped from 81.2% to 73.1%, while nonfamily units grew from 18.8% to 26.9%.

Rise for "other" families

Also, the very makeup of the typical family changed during that time. While the number of married couples increased only 11%, the ranks of "other" families (one-parent households) grew several times faster: male-headed "other" families increased 62%, female-headed units 71%.

The 1980 Census found families comprising 73.2% of all households. However, and in-

SURVEY HIGHLIGHT

EBI per household—Real gains on the way

Discretionary buying will post a brisk upswing, according to the *Survey's* projection of Effective Buying Income (EBI) per household. More than a third of the projected gain for the 1982–87 period will be in real (noninflationary) dollars. A projected 61.8% runup will lift EBI per household to $41,264 in 1987 (page 57). However, the inflation assumptions made by Market Statistics, the research division of Bill Communications that prepares the *Survey* data, point to a household average of $35,376. The $5,988 spread between the two averages is the gain in real dollars, which comes to a whopping 38% of the total increment.

Market Statistics' assumed annual 6.7% inflation rate is some-

WHEELS

what higher than those of the Administration, 4.3%, Congressional Budget Office, 4.2%, and the leading econometric companies, 5.2%. The different income levels produced by these varied rates are shown in the table below.

How inflation expectations . . .

Year	Market Statistics©	Reagan Administration	Congressional Budget Office	Econometric Companies
	Anticipated Inflation Rates			
1983	+6.9%	+3.1%	+3.2%	+3.2%
1984	+6.8	+4.4	+4.7	+5.2
1985	+6.7	+4.6	+4.7	+6.2
1986	+6.6	+4.6	+4.7	N.A.
1987	+6.5	+4.5	N.A.	N.A.

. . . affect household EBI prospects

	Average EBI Per Household			
1983	$27,267	$26,298	$26,323	$26,323
1984	29,121	27,534	27,481	27,692
1985	31,072	28.828	28,745	29,409
1986	33,123	30,183	30,067	N.A.
1987	35,276	31,541	N.A.	N.A.

N.A.—Not Available; projection not extended that far out.
Note: The 1982 EBI per household of $25,507 was used as the base for all calculations.
Sources: *S&MM* calculations; *Sales & Marketing Mangement's 1983 Survey of Buying Power—Part II*; Office of Management and Budget, *Mid-Session Review of the Fiscal 1984 Budget*; Congressional Budget Office, *The Economic and Budget Outlook: An Update*; Chase Econometrics, Data Resources, Inc., Evans Economics, and Wharton Econometric Forecasting Associates.
© Sales & Marketing Management.

dicative of the differences that can be found in local markets, the ratios among individual ones ranged all the way from 52.8% to 78.4%. Others have significant above-average "family" share-of-households rates. Utah, where the Mormon church exerts considerable influence, has the U.S.'s highest family ratio, 78.4%, closely followed by South Carolina's 78.3%. Other "traditional family" states are Kentucky, 77.8%; Mississippi, 77.7%; Alabama, 77.5%; North Carolina and West Virgina, 77.2% each; Tennessee, 77.1%, Hawaii, 76.6%, and Arkansas, 76.6%. At the other end of the spectrum, District of Columbia families account for only slightly more than half of all the area's households, 52.8%. That's because younger career workers in the federal government are an important fixture, and when they start a family they move to the suburbs, in Maryland or Virginia. None of

UPPORT.

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In addition, M.A.P. assists you with the whole fleet maintenance and expense monitoring chore. Completely computerized, the program keeps tabs on every aspect of your fleet's operational expenses, from routine maintenance to authorized driver reimbursement.

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We operate # ______ Cars # ______ Trucks
☐ Leased ☐ Company owned ☐ Salesmen owned
NAME ____________________
COMPANY ____________________
ADDRESS ____________________
CITY/STATE/ZIP ____________________
PHONE (______) ____________________
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the other states with low ratios approach the District of Columbia's rate.

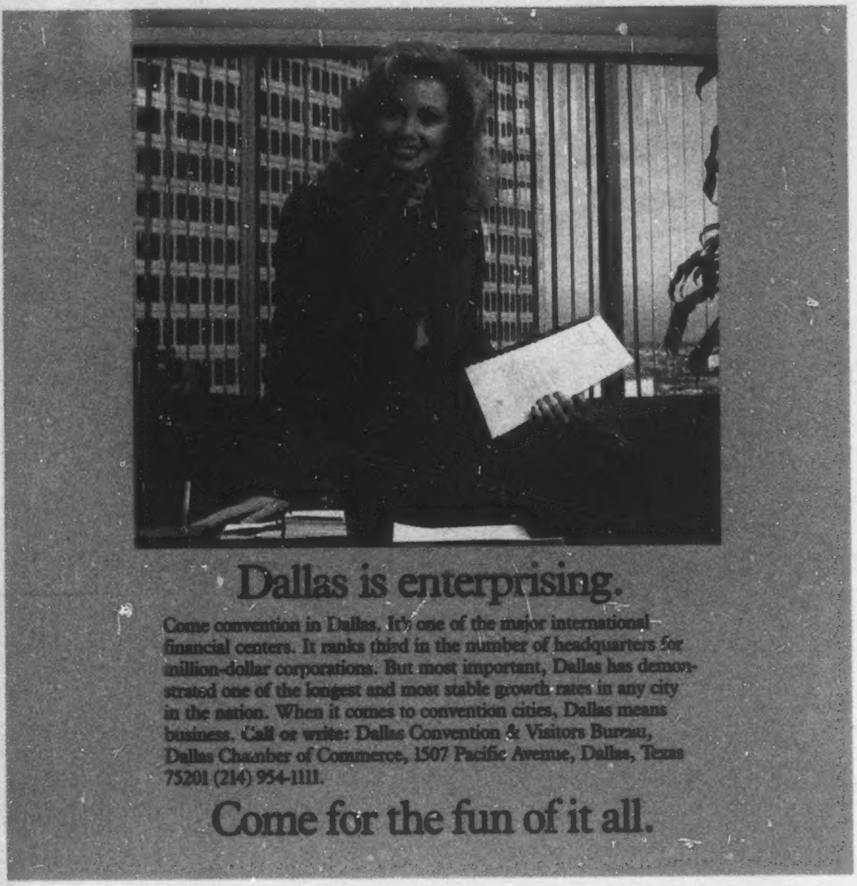
However, compared to the high ratio states, those with low family rates have a greater geographical diversity. Two of the states are in the East: New York, 70.1%, and Massachusetts, 70.8%. Two are in the Midwest: South Dakota, 61.2%, and Minnesota, 61.8%. Five are in the West: Nevada, 68.2%; California, 68.8%; Colorado, 69.7%; Washington, 70.0%, and Oregon, 70.5%.

Aside from the District of Columbia, Florida is the only southern state with a subaverage family share, 71.8%.

"The most salient phenomenon in the changing format of households is the decline in the importance of married-couple [husband-wife] families," notes *Demographic Trends and Economic Reality: Planning and Markets in the 1980s*, a new study by the Center for Urban Policy Research at New Jersey's Rutgers State Univ. It points out that "In 1960, they accounted for 74.3% of all households. By 1980 their share had declined to 60.9%." Currently, they have slipped further, to 59.5%.

The 1980 Census put married couples at 82.8% of all families. However, the range among the states was considerable, from 56.0% to 88.6%

The *General Population Characteristics* series of the 1980 Census puts the number of married couples at 82.8% of all families. However, among individual states the range was considerable, from 56.0% to 88.6%. The magnitude of the spread is a factor that must be considered when plans for the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MARKET HIGHLIGHT

Regional labor patterns

Region	% of Women 16 & Older In Labor Force	Families With 2 Or More Workers
New England	52.7%	57.7%
Mideast	48.7	52.1
Great Lakes	50.0	54.9
Great Plains	50.9	58.1
Southeast	48.0	52.3
Southwest	49.8	54.9
Rocky Mountain	52.2	58.3
Far West	52.5	54.4
U.S.	**49.9%**	**54.2%**

Note: See Market Highlight on page 42 for state components.
Source: Census Bureau, *1980 Census: Advance Estimates of Social, Economic, and Housing Characteristics*, PHC80-S2 series of state reports; *General Social and Economic Characteristics*, PC80-1 series of state reports.
© Sales & Marketing Management.

married-couple market are formulated.

Some 7 of the 10 states where married couples account for almost 9 of every 10 families are in the Midwest, where rural population is an important element. The states with the highest proportion of married couples: North Dakota, 88.6%; Utah, 88.0%; Iowa and Idaho, 87.9% each; Nebraska, 87.4%; Kansas and South Dakota, 87.1% each; Montana, 86.5%, and Wisconsin, 85.6%.

Because of its younger, career-oriented population, the District of Columbia has the lowest proportion of married couples, 56.0%. Other states with low ratios are often found in the south: Maryland, 79.2%; Louisiana, 79.7%; Georgia, 79.8%; Mississippi, 79.9%, and South Carolina, 80.3%. Three such states are in the East: New York, 77.6%; Massachusetts, 80.1%, and New Jersey, 80.4%. California, with 80.2%, rounds out the group of low-ratio states.

If married couples are becoming a relatively smaller niche of the household market, there's one aspect about them—the two-career couple—that's growing rapidly. "Between 1970 and 1980, the total number of two-earner families increased 33%, to 25.7 million families," says Melinda Skaar, analyst with Data Resources, Inc. "Married women, especially those with children, have shown the sharpest climb in [labor force] participation rates," she adds.

> **Marketers who focus on women workers can bypass West Virginia, where only 36.5% of the women 16 and older are in the labor force.**

Only a limited amount of 1980 Census information on working couples has been published so far. Based upon the 34 state reports released in the *General Social and Economic Characteristics* series, more than half of the married couples pursue dual careers outside the home.

Here, too, marketers who focus on this attractive target must be mindful of sharp varia-

MARKET HIGHLIGHT

Regional education patterns

Region	% Adults 25 Years and Over	
	High School Degree	College 4 + Years
New England	70.5%	19.2%
Mideast	66.2	17.2
Great Lakes	67.3	14.5
Plains	69.6	15.3
Southeast	58.5	13.8
Southwest	64.7	16.7
Rocky Mountain	77.6	20.2
Far West	74.3	19.3
U. S.	**66.5%**	**16.2%**

Note: See Market Highlight on page 42 for state components.
Source: Census Bureau, *1980 Census: Advance Estimates of Social, Economic, and Housing Characteristics*, PHC80-S2 series of state reports; *General Social and Economic Characteristics*, PC80-1 series of state reports.
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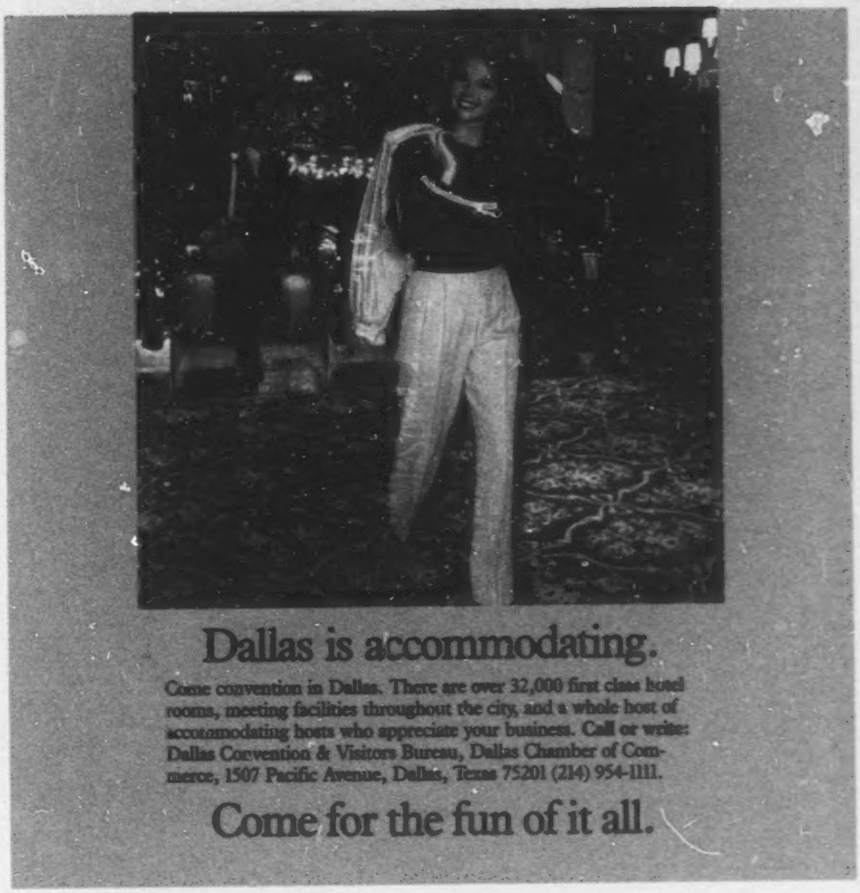
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Come convention in Dallas. There are over 32,000 first class hotel rooms, meeting facilities throughout the city, and a whole host of accommodating hosts who appreciate your business. Call or write: Dallas Convention & Visitors Bureau, Dallas Chamber of Commerce, 1507 Pacific Avenue, Dallas, Texas 75201 (214) 954-1111.

Come for the fun of it all.

tions among local markets. The proportion of married couples with both spouses working ranges from a high of 63% in Alaska to a low of 44% in Florida. The Alaskan rate reflects that state's high living costs, which gives wives an economic incentive to work; Florida's low rate is explained by the above-average presence of retired couples there that have withdrawn from the labor market.

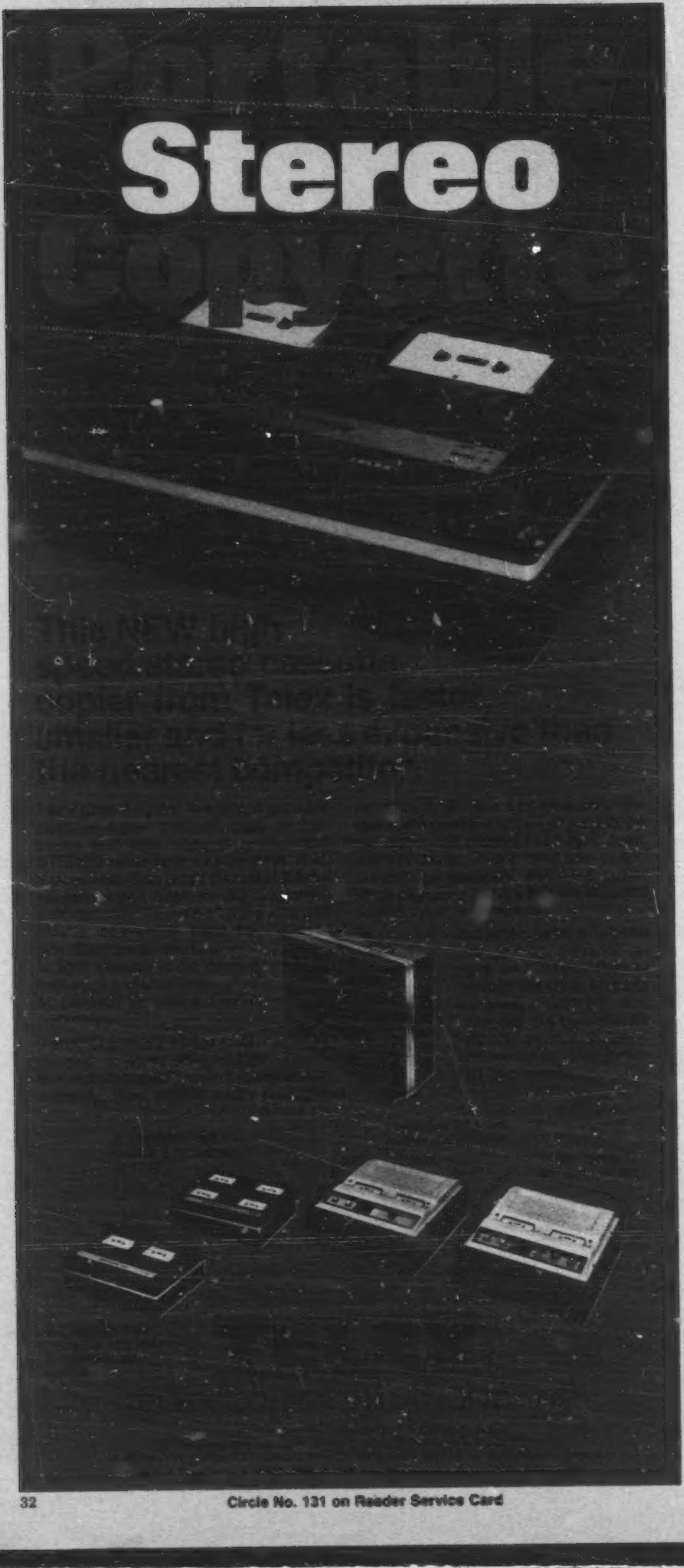
Western states appear high up on the list. They are: Nevada and Wyoming, 58% each, and Colorado and Hawaii, 57% each. In the South, North Carolina has a 59% rate and South Carolina, 56%. In the East, New England's two fastest-growing states have that area's highest proportion of working couples: New Hampshire, 58%, and Vermont, 56%. Minnesota rounds out the top 10 "high share" states; 57% of its married couples hold two jobs.

Surprisingly, New York has one of the lowest ratios of working married couples, just 47%. Other states with less than half of couples both working are: Louisiana, 45%; Arizona, 46%; New Mexico, 47%, and Alabama and Arkansas, 48% each.

> **'Married women, especially, those with children, have shown the sharpest climb in [labor force] participation rates.'**
>
> —Melinda Skaar, DRI.

More than half of all families, 54%, now have two or more members bringing home a steady paycheck, up from 46% in 1970. This may be one reason why the recent 10% unemployment ratio did not produce the same kind of street demonstrations that unemployment of that severity did years ago. The loss of a single job within a family no longer means that a family is necessarily without any income source.

Interestingly, the Midwest, which bore the brunt of the recent recession, is the region where multiworker families are most prevalent. States there whose families have the highest multiworker ratios are: Minnesota, 61%, and Iowa, Ne-



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braska, North Dakota, and Wisconsin, all with 59%. The West has four states with comparable ratios; Alaska, 64%; Hawaii, 62%; Wyoming, 61%, and Nevada, 60%. North Carolina, 60%, is the sole southern state that fits in. Two eastern states with high ratios are New Hampshire, 61%, and Connecticut, 59%. Still, there are four states, all in the South, where fewer than half of families have two or more workers. They are West Virginia, 42%; Florida, 47%, and Kentucky and Louisiana, 49% each.

Obviously, women are giving families multi-earner capabilities. "Perhaps no other change has more far reaching implications for society and the econo-

MARKET HIGHLIGHT

Heading for the sun in their sunset years: Metro markets with highest ratios of 65 and older

Rank	Metro Market[1]	% Of 65+
1.	Sarasota, FL	30.0%
2.	Bradenton, FL	27.1
3.	West Palm Beach-Boca Raton, FL	23.3
4.	Daytona Beach, FL	22.3
4.	Fort Myers-Cape Coral, FL	22.3
6.	Fort Lauderdale-Hollywood, FL	22.0
7.	Tampa-St. Petersburg, FL	21.4
8.	Ocala, FL	17.1
9.	Northeast Pennsylvania	16.0
10.	Atlantic City, NJ	15.9
11.	Miami, FL	15.7
12.	Sherman-Denison, TX	15.6
13.	Chico, CA	15.5
14.	St. Joseph, MO	15.2
15.	Cumberland, MD	14.5
15.	Joplin, MO	14.5
17.	Altoona, PA	14.3
17.	Lakeland-Winter Haven, FL	14.3
19.	Lewiston-Auburn, ME	14.2
19.	Pittsfield, MA	14.2
21.	Reading, PA	14.1
21.	Terre Haute, IN	14.1
23.	Wheeling, WV	14.0
24.	Asheville, NC	13.8
24.	Fall River, MA	13.8
24.	Waterbury, CT	13.8
	U.S.	11.3%

[1] Metro markets as defined in 1980.

Note: New England metros shown follow the Census Bureau definition.

Source: Census Bureau, *1980 Census of Population: General Population Characteristics, U. S. Summary*, PC80-1-B1.

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1982 Food Store Sales

County	Billions
Pinellas	$1.035
Hillsborough	.978
Pasco	.188
Hernando	.065
St. Pete-Tampa-Clearwater MSA	$2.3 billion in sales

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my than the dramatic increase in labor force participation of women," a new Census Bureau study, *American Women: Three Decades of Change*, states. Today's women workers are strikingly different from yesterday's. Census Bureau research associates Suzanne M. Bianchi and Daphne Spain note: "The increase during the 1950s was disproportionately accounted for by women aged 45 to 64, women who had completed their childbearing and most of their childrearing activities. The greatest increase in the 1960s and 1970s was among women aged 20 to 44, women with childrearing responsibilities."

Even so, what would seem to be a universal trend is not occurring in all markets with equal intensity. Marketers who focus on women workers, for example, can bypass West Virginia, where only 36.5% of women 16 and older are in the labor force compared to the all-U.S. rate of 50% as revealed by the 1980 Census. (The state's mining industry, with limited opportunities for women, has a lot to do with the low rate.) Also, women in the South, despite the area's recent economic "miracle," are not faring as well as women in other parts of the U.S. Southern states appear far more often in the list of states with low labor force par-

SURVEY HIGHLIGHT

How good are the Survey's projections?

By region . . .

Region	*1982 Projected Pop. (Thous.)*	*1982 Actual Pop. (Thous.)*	*% Difference*	*1982 Projected EBI Per Hshld.*	*1982 Actual EBI Per Hshld.*	*% Difference*
New England	12,618.8	12,496.6	+1.0%	$23,911	$27,269	−12.3%
Mideast	43,198.3	42,308.2	+2.1	24,721	27,556	−10.3
Great Lakes	41,723.0	41,929.9	−0.5	25,852	25,906	− 0.2
Plains	17,677.4	17,507.0	+1.0	22,257	24,429	− 8.9
Southeast	52,596.0	54,910.3	−4.2	21,996	22,341	− 1.5
Southwest	21,215.4	22,849.7	−7.2	23,446	25,541	− 8.2
Rocky Mountain	6,687.8	7,001.4	−4.5	22,616	24,601	− 8.1
Far West	32,573.7	34,295.2	−5.0	24,103	27,539	−12.5
U.S.	**228,290.4**	**233,298.3**	**−2.1%**	**$23,800**	**$25,507**	**− 7.7%**
. . . and biggest states						
California	23,707.4	24,912.0	−4.8%	$23,899	$28,170	−15.2%
New York	18,143.0	17,509.6	+3.6	23,340	27,510	−15.2
Texas	14,129.7	15,297.2	−7.6	24,857	26,653	− 6.7
Pennsylvania	12,012.3	11,869.2	+1.2	24,093	25,321	− 4.8
Illinois	11,517.4	11,489.5	+0.2	27,874	28,118	− 0.9
Ohio	10,689.7	10,838.3	−1.4	24,221	25,292	− 4.2
Florida	9,642.4	10,573.5	−8.8	21,101	23,262	− 9.3
Michigan	9,250.2	9,261.2	−0.1	27,224	26,483	+ 2.8
New Jersey	7,428.2	7,431.3	N.C.	29,089	30,671	− 5.2
North Carolina	5,834.6	6,073.8	−3.9	22,030	21,119	+ 4.3
Massachusetts	5,850.2	5,765.0	+1.5	23,331	27,230	−14.3
Georgia	5,302.7	5,693.0	−6.9	22,297	22,365	− 0.3
Indiana	5,385.9	5,544.1	−2.9	23,804	23,152	+ 2.8
Virginia	5,477.1	5,541.7	−1.2	24,464	25,590	− 4.4
Missouri	4,882.1	4,990.5	−2.2	22,099	23,276	− 5.1
Wisconsin	4,879.8	4,796.8	+1.7	24,241	24,081	+ 0.7
Tennessee	4,574.1	4,747.5	−3.7	21,766	22,635	− 3.8
Louisiana	4,216.5	4,373.4	−3.6	22,728	24,354	− 6.7
Washington	3,985.3	4,311.9	−7.6	23,950	26,475	− 9.5
Maryland	4,349.0	4,278.1	+1.7	25,148	28,542	−11.9

N.C.—No Change.
Sources: *Sales & Marketing Management's 1978 Survey of Buying Power—Part II* for 1982 projections, *1983 Survey of Buying Power* for 1982 actual.
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ticipation by women. Examples: Kentucky, also a mining state, has a 43.6% ratio and Louisiana, a petro refinery state, has a 44.1% ratio. Others: Arkansas, 44.5%; Mississippi, 44.6%; Alabama, 45.1%, and Florida, 45.5%. Pennsylvania shows a 45.6% rate; Maine, 47.8%, and North Dakota, 46.9%.

Three southern states are among those with the highest participation rates by women. They are the District of Columbia, 57.9%; Maryland, 54.3%, and North Carolina, 53.7%.

Western states set the pace with economic opportunities for women—4 such states are among the 10 with the highest female labor force participation rates. They are Nevada, 59.8%, whose service-oriented economy provides the kinds of jobs women can fill most readily; Alaska, 57.9%; Hawaii, 56.5%, and Colorado, 54.8%. New Hampshire, 54.4%, and Connecticut, 53.6%, in the East, and Minnesota, 54.0%, in the Midwest, round out the top 10 states with the highest ratios.

Summing up: Marketers must view the social changes that are occurring with two things in mind. (1) They must track them to discover which consumer market segments are increasing and decreasing in their importance. (2) They must recognize that local markets show such changes in varying degrees and factor that into their sales strategies. ■

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A. Total no. copies printed:	57,448	54,915
B. Paid circulation:		
1. Sales through dealers and carriers, street vendors, and counter sales:	123	0
2. Mail subscriptions:	44,880	42,738
C. Total paid circulation:	45,003	42,738
D. Free distribution (including samples) by mail, carrier, or other means:	3,215	2,830
E. Total distribution (sum of C and D):	48,218	45,568
F. Copies not distributed:		
1. Office use, left over, unaccounted, spoiled after printing:	9,230	9,347
2. Return from news agents:	0	0
G. Total (sum of E, F1, and F2—should equal net press run shown in A):	57,448	54,915

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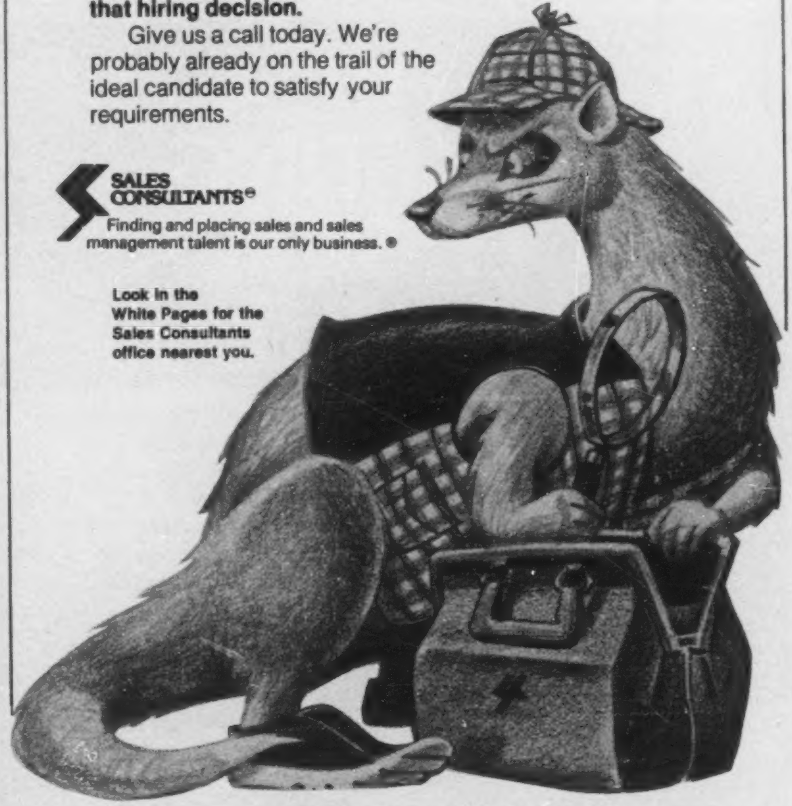

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Changes ahead for top 10 states

The lineup of the 10 biggest states will change dramatically in the 1980s, according to the Census Bureau's latest projections. Propelled by a 37% gain, Florida will vault from seventh to fourth position and Texas, buoyed by a 23% increase, will displace New York as the second biggest state. California, of course, will remain No. 1 with a 16% gain.

Overall, total population will continue to expand less than 1% a year, or 9.7% for the decade. The big story in population change will be the movement of people. The bulk of Florida's explosive growth will come from a net migration of 3.4 million people. That's almost equal to the combined total of the two biggest states, California and Texas. This is sure to inflame the antigrowth sentiment cropping up in certain parts of the state. New York's tumble to third place will be triggered by a projected net migration loss of 1.6 million.

East's two standouts

Most of the faster-growing states, with rates at least twice the U.S. average, are west of the Mississippi River. Only two states east of the Mississippi, Florida and New Hampshire, will enjoy that status.

The population changes shown in the Market Highlight on page 42 will have an echo effect in marketing activity. As pointed out by *Demographic Trends and Economic Reality: Planning and Markets in the 80s*, a new study by Rutgers

Univ.'s Center for Urban Policy Research: "Population shifts serve as both signal and instigator of economic growth and decline. Patterns of economic growth and spatial redistribution are highly correlated to the population complement. In the context of population-serving economic activity—retailing, for example—population flows foster the rapid replication of facilities left behind as their economic rationale is removed." ■

1984 Survey of Selling Costs

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For more information, please call: 212-986-4800, ext. 251.

MARKET HIGHLIGHT

Cities with highest black ratios

City[1]	1980 Total Pop.	% Black 1980	% Black 1970
East St. Louis, IL	55,200	**95.6%**	68.9%
Benton Harbor, MI	14,707	**86.3**	N.A.
East Orange, NJ	77,690	**83.2**	53.1
Compton, CA	81,286	**74.8**	71.0
Gary, IN	151,953	**70.8**	49.2
Washington, DC	638,333	**70.3**	71.1
Atlanta	425,022	**66.6**	51.5
Moss Point, MS	18,998	**65.5**	N.A.
Detroit	1,203,339	**63.1**	43.6
Muskegon Heights, MI	14,611	**62.2**	N.A.
Petersburg, VA	41,055	**61.1**	45.1
Newark, NJ	329,248	**58.2**	54.3
Inglewood, CA	94,245	**57.3**	11.2
Birmingham, AL	284,413	**55.6**	41.3
New Orleans	557,515	**55.3**	45.5
Baltimore	786,775	**54.8**	46.4
Augusta, GA	47,532	**53.5**	49.9
Camden, NJ	84,910	53.0	39.1
Richmond, VA	219,214	**51.3**	42.0
Wilmington, DE	70,195	**51.1**	43.6
Asbury Park, NJ	17,015	**50.2**	N.A.
Atlantic City, NJ	40,199	**49.8**	43.7
Pine Bluff, AR	56,636	**49.0**	40.9
Savannah, GA	141,390	**49.0**	44.9
Mount Vernon, NY	66,713	**48.7**	35.6
U.S.	**226,545,805**	**11.7%**	**11.1%**

[1] Cities with total population of 50,000 or more and central cities of metropolitan markets.

N.A.—Not Available; city did not have 50,000 population or was not a central city of a metropolitan market.

Sources: Census Bureau, *1980 Census of Population, General Population Characteristics, U.S. Summary*, PC80-1-B1; *1977 County and City Data Book.*

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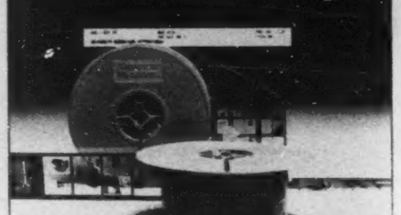

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MARKET HIGHLIGHT

How states will change in the 1980s

Region/State	1980 Pop. (Thous.)	1990 Pop. (Thous.)	% Change 1980–90	Net Migration (Thous.)
NEW ENGLAND	**12,348.6**	**12,733.1**	**+ 3.11%**	**+ 55.4**
Connecticut	3,107.6	3,135.6	+ 0.70	− 35.1
Maine	1,124.7	1,229.4	+ 9.05	+ 56.6
Massachusetts	5,737.0	5,703.9	− 0.77	− 144.8
New Hampshire	920.6	1,138.8	+ 23.37	+ 159.0
Rhode Island	947.2	950.8	+ 0.19	− 12.0
Vermont	511.5	574.6	+12.03	+ 31.7
MIDEAST	**42,237.5**	**41,312.6**	**− 2.18%**	**−2,116.9**
Delaware	595.2	629.8	+ 5.51	− 2.5
Dist. of Columbia	637.7	501.5	−21.44	− 152.5
Maryland	4,216.4	4,491.1	+ 6.24	+ 63.9
New Jersey	7,364.2	7,513.1	+ 1.81	− 58.3
New York	17,557.3	16,456.7	− 6.47	−1,578.8
Pennsylvania	11,866.7	11,720.4	− 1.43	− 388.7
GREAT LAKES	**41,669.7**	**42,371.9**	**+ 1.69%**	**−1,828.1**
Illinois	11,418.5	11,502.5	+ 0.45	− 661.4
Indiana	5,490.2	5,679.3	+ 3.13	− 157.8
Michigan	9,258.3	9,394.3	+ 1.16	− 445.8
Ohio	10,797.4	10,763.1	− 0.60	− 614.0
Wisconsin	4,705.3	5,032.7	+ 6.66	+ 50.9
PLAINS	**17,184.0**	**17,898.6**	**+ 4.16%**	**− 284.2**
Iowa	2,913.4	2,983.3	+ 2.13	− 78.8
Kansas	2,363.2	2,463.4	+ 3.96	− 38.9
Minnesota	4,077.1	4,358.4	+ 6.47	+ 10.2
Missouri	4,917.4	5,076.8	+ 2.99	− 78.0
Nebraska	1,570.0	1,639.8	+ 4.16	− 29.3
North Dakota	652.7	678.4	+ 3.60	− 23.1
South Dakota	690.2	698.5	+ 0.90	− 46.3
SOUTHEAST	**52,646.2**	**60,970.0**	**+15.81%**	**+5,162.0**
Alabama	3,890.1	4,213.8	+ 8.01	+ 64.7
Arkansas	2,285.5	2,579.8	+12.59	+ 164.8
Florida	9,740.0	13,316.0	+36.55	+3,426.4
Georgia	5,464.3	6,174.6	+12.64	+ 243.4
Kentucky	3,661.4	4,073.5	+10.91	+ 165.5
Louisiana	4,204.0	4,747.0	+12.49	+ 70.0
Mississippi	2,520.6	2,761.4	+ 9.18	− 6.1
North Carolina	5,874.4	6,473.4	+ 9.90	+ 305.5
South Carolina	3,119.2	3,559.6	+13.75	+ 181.0
Tennessee	4,590.8	5,072.6	+10.20	+ 233.6
Virginia	5,346.3	5,960.9	+11.20	+ 312.1
West Virginia	1,949.6	2,037.4	+ 4.21	+ 1.1
SOUTHWEST	**21,271.6**	**26,531.3**	**+24.73%**	**+2,947.6**
Arizona	2,717.9	3,993.7	+46.46	+ 972.4
New Mexico	1,300.0	1,536.0	+17.68	+ 76.6
Oklahoma	3,025.3	3,503.4	+15.48	+ 264.6
Texas	14,228.4	17,498.2	+22.54	+1,634.0
ROCKY MOUNTAIN	**6,551.2**	**8,598.9**	**+31.26%**	**+1,102.1**
Colorado	2,888.8	3,755.1	+29.54	+ 580.7
Idaho	943.9	1,213.8	+28.02	+ 134.5
Montana	786.7	888.4	+12.55	+ 35.4
Utah	1,461.0	2,040.3	+38.73	+ 202.0
Wyoming	470.8	701.3	+48.26	+ 149.5
FAR WEST	**32,596.2**	**38,791.6**	**+19.01%**	**+3,503.8**
Alaska	400.5	522.1	+29.66	+ 37.5
California	23,668.6	27,525.6	+15.95	+1,938.9
Hawaii	965.0	1,138.1	+17.49	+ 65.7
Nevada	799.2	1,275.4	+59.08	+ 385.4
Oregon	2,632.7	3,318.6	+25.67	+ 497.8
Washington	4,130.2	5,011.8	+20.98	+ 578.5
U.S.	**226,504.8**	**249,203.0**	**+ 9.72%**	**+8,541.7**

Notes: Details may not add to totals due to rounding. The 1980 population is as of Apr. 1; 1990 population as of July 1. Population change is made up of the difference between births and deaths (which is called natural change) and the difference between inmigration and outmigration (which is called net migration). Hence, a state may still have a percentage increase in population even though its net migration is negative, and vice versa.

Source: Census Bureau, *Provisional Projections of the Population of States by Age and Sex, 1980–2000*, Series P-25, No. 937.

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Section B

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

S&MM's
Merchandise Line Sales

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Guide to using S&MM's METROPOLITAN MERCHANDISE LINE SALES

Merchandise Line Sales data pertain to the total sales of a product category by the various retail-store types handling that category in the market. That is, if the dollar sales of "groceries and other foods" in food stores, restaurants, department-store lunch counters, snack bars, vending machines, etc., are aggregated, the result would be the merchandise line sales for that category. Hence, merchandise line sales should not be confused with retail store sales, which pertain to the business volume of a type of retail outlet, such as a food store. A food store, of course, sells many more types of merchandise than just food products. Updated from the 1977 Census of Retail Trade, the merchandise line sales data shown in this section refer to seven broad product groups, such as groceries and other food products, footwear, and major household appliances. Merchandise line totals give a more realistic estimate of a particular product's market potential than is provided by the store-type sales associated with the product.

To enhance the usefulness of the merchandise line totals, the Summary of Merchandise Line Sales by Region and State shows for each product category the dollar sales accounted for by a leading store type associated with the product classification. That makes the data helpful in analyzing distribution channels in the market. The dominant store types, and their related merchandise line category, shown in the state and regional summary table are: food stores for groceries and other foods; drugstores for health and beauty aids; apparel stores for women's and girls' clothing; department stores for men's and boys' clothing; apparel stores for footwear; furniture/home furnishings/appliance stores for major household appliances; and furniture/home furnishings/appliance stores for furniture and sleep equipment.

Groceries and other foods includes meat, fish, and poultry; produce; frozen foods; dairy products; bakery products, except frozen; delicatessen items; and all other foods.
(Note: Meals, snacks, alcoholic beverages, packaged alcoholic beverages, and tobacco products not included.)

Health and beauty aids includes health aids, cosmetics, and other hygiene needs.

Women's and girls' clothing includes infants' and toddlers' apparel and accessories; girls' and subteen clothing and accessories; women's, misses', and juniors' furs and fur garments; women's, misses', and juniors' dresses; women's, misses', and juniors' dressy and tailored coats and suits; women's, misses', and juniors' casual and utility coats, jackets, and rainwear; women's, misses', and juniors' separates and coordinates; women's, misses', and juniors' active sportswear; women's hosiery; women's bras, girdles, and foundations; women's, misses', and juniors' lingerie, sleepwear, and loungewear; women's handbags and small leather goods; women's hats, hairpieces, and trimmings; and women's accessories.

Men's and boys' clothing includes boys', young men's, and students' clothing and accessories; men's overcoats, topcoats, rainwear, and outerwear; men's suits, sports coats, formal wear, and tailored slacks; men's jeans and casual slacks, career apparel, and work clothes; men's shirts, novelty shirts, and sweaters; men's hosiery, pajamas, robes, and underwear; men's sportswear; and other men's accessories.

Footwear includes men's and boys' footwear; women's and girls' footwear; children's footwear; and footwear accessories.
(Note: Infants' and toddlers' footwear not included.)

Major household appliances includes such items as kitchen appliances, laundry appliances, and other major household appliances.

Furniture and sleep equipment includes living room, dining room, and bedroom furniture; sleep furniture and equipment; and all other furniture including outdoor, kitchen, and office furniture.

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SUMMARY OF MERCHANDISE LINE SALES BY REGION AND STATE

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1982

REGION State	Groceries & Other Foods		Health & Beauty Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Dept. Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
NEW ENGLAND	**14,586,857**	**14,223,446**	**1,045,819**	**443,330**	**3,525,272**	**1,794,806**	**2,133,911**	**878,110**	**1,111,997**	**604,691**	**825,387**	**322,957**	**1,208,517**	**885,700**
Connecticut	3,543,887	3,465,929	214,586	91,224	840,714	426,637	490,135	210,895	204,941	136,840	174,411	98,476	285,367	230,117
Maine	1,208,813	1,167,434	69,502	29,829	234,532	106,299	208,864	60,681	73,902	44,277	59,868	26,788	72,668	58,953
Massachusetts	7,107,822	6,956,297	598,764	251,877	1,895,251	972,303	1,085,892	468,910	673,291	329,343	450,003	131,240	656,684	446,620
New Hampshire	1,259,601	1,231,573	79,142	32,963	225,077	103,465	148,580	55,941	69,923	37,495	69,591	31,763	95,459	73,983
Rhode Island	946,434	906,706	51,860	26,574	228,895	116,751	135,027	61,491	56,065	35,050	41,939	21,691	59,694	48,386
Vermont	520,280	495,507	31,965	10,863	100,903	59,151	65,413	20,192	33,875	21,686	29,575	12,999	33,645	27,641
MIDDLE ATLANTIC	**39,870,359**	**38,582,720**	**2,494,537**	**911,086**	**8,902,300**	**4,038,961**	**5,270,007**	**2,381,019**	**2,530,506**	**1,668,375**	**1,808,022**	**921,112**	**3,263,836**	**2,521,213**
New Jersey	9,005,416	8,717,693	561,755	155,764	1,860,697	888,274	1,101,686	492,935	501,641	350,692	385,853	198,029	773,587	597,734
New York	18,988,526	18,424,966	1,222,627	488,001	4,334,218	2,008,879	2,512,837	1,118,036	1,255,824	866,878	779,806	397,097	1,516,825	1,198,929
Pennsylvania	11,876,417	11,440,061	710,155	267,321	2,707,385	1,141,808	1,655,484	770,048	773,041	450,805	642,363	325,986	973,424	724,550
EAST NORTH CENTRAL	**41,166,803**	**39,096,563**	**3,348,211**	**1,382,939**	**9,544,188**	**3,942,738**	**6,265,072**	**3,232,813**	**2,678,198**	**1,513,152**	**2,378,105**	**983,351**	**3,500,860**	**2,494,347**
Illinois	11,430,246	10,955,599	947,556	346,481	3,116,956	1,382,228	1,871,809	875,256	856,835	505,793	673,846	255,170	1,096,396	771,268
Indiana	5,365,932	5,201,827	381,524	124,467	1,215,023	429,672	734,980	399,830	316,232	170,586	316,431	114,296	421,053	300,254
Michigan	9,021,385	8,283,020	906,263	452,035	2,144,594	1,018,563	1,387,079	826,109	620,108	371,371	550,989	247,885	783,489	564,295
Ohio	10,791,266	10,438,022	777,391	334,152	2,280,188	810,508	1,501,730	844,891	653,937	345,724	570,305	254,800	862,196	605,299
Wisconsin	4,557,974	4,218,095	335,477	125,804	787,427	301,767	549,474	286,727	231,086	119,678	266,534	111,200	337,726	253,231
WEST NORTH CENTRAL	**17,206,925**	**16,361,239**	**1,307,417**	**398,799**	**3,712,003**	**1,576,580**	**2,481,773**	**1,094,512**	**1,061,922**	**610,870**	**1,133,389**	**417,415**	**1,461,702**	**1,023,073**
Iowa	2,861,623	2,771,805	211,034	72,988	580,773	217,938	419,832	196,502	162,290	92,692	205,628	78,400	236,911	172,741
Kansas	2,220,019	2,127,045	180,170	42,556	500,963	242,918	344,612	144,781	151,592	93,187	177,848	70,797	222,748	162,656
Minnesota	4,170,740	3,845,262	308,819	114,996	964,359	382,142	605,733	255,402	242,712	132,411	240,145	77,913	366,419	231,758
Missouri	5,113,665	4,908,780	405,231	100,209	1,065,152	437,258	671,447	340,564	320,998	178,722	312,428	113,390	364,883	259,497
Nebraska	1,644,597	1,557,187	113,243	31,374	324,873	141,146	225,533	93,947	98,219	60,577	107,013	45,613	148,036	119,917
North Dakota	552,486	535,821	44,520	18,149	156,680	89,695	120,755	34,704	44,920	28,946	44,698	15,856	53,660	39,582
South Dakota	642,795	615,339	44,400	18,527	119,203	65,483	93,861	28,612	41,191	24,335	45,549	15,446	49,045	36,912
SOUTH ATLANTIC	**36,427,506**	**35,002,303**	**3,296,294**	**1,407,736**	**8,476,937**	**3,750,860**	**5,113,901**	**2,494,016**	**2,531,746**	**1,433,498**	**2,304,511**	**876,674**	**3,836,211**	**2,968,878**
Delaware	669,480	650,376	45,996	23,757	162,882	60,537	97,938	61,360	40,514	20,366	39,322	16,200	64,164	47,764
District of Columbia	506,872	479,853	71,189	57,846	136,579	88,338	77,839	21,636	44,778	35,948	20,451	9,204	56,712	46,002
Florida	9,921,973	9,547,335	883,313	289,129	2,531,414	1,215,614	1,474,881	781,854	711,120	441,193	702,330	293,775	1,317,875	1,011,242
Georgia	4,873,289	4,667,036	526,802	197,888	1,179,396	489,122	729,049	335,352	347,868	191,509	293,963	86,727	452,630	342,012
Maryland	5,169,698	4,981,011	376,052	238,088	1,101,157	433,593	650,571	331,712	301,179	186,829	235,214	84,822	434,342	298,425
North Carolina	4,873,157	4,652,093	431,448	158,238	1,103,680	515,943	683,666	304,850	346,711	199,494	361,958	152,411	569,686	487,838
South Carolina	2,590,063	2,503,511	293,953	121,893	589,913	306,844	393,770	165,890	187,872	109,555	174,317	62,804	246,841	211,020
Virginia	5,652,791	5,417,164	510,204	270,494	1,278,339	496,782	736,202	353,923	418,636	204,141	327,834	113,583	527,548	401,883
West Virginia	2,170,183	2,103,924	157,337	50,403	393,577	144,087	269,985	137,439	131,068	64,263	149,122	57,148	166,413	122,692
EAST SOUTH CENTRAL	**14,218,092**	**13,796,232**	**1,075,591**	**342,945**	**3,077,645**	**1,385,904**	**1,942,731**	**891,579**	**896,501**	**494,879**	**951,522**	**353,072**	**1,253,848**	**998,189**
Alabama	3,489,663	3,361,361	276,483	105,629	841,751	433,004	526,066	222,238	244,188	149,032	245,873	76,194	346,294	281,549
Kentucky	3,981,347	3,869,900	297,876	101,760	771,008	314,599	494,910	232,405	222,493	120,982	256,301	121,454	319,449	255,022
Mississippi	2,458,144	2,399,430	178,228	48,502	471,746	227,009	275,637	107,604	136,888	75,275	149,017	46,975	177,434	141,477
Tennessee	4,288,938	4,165,541	323,004	87,054	993,140	411,292	646,110	329,332	292,932	149,590	300,331	108,449	410,668	320,141
WEST SOUTH CENTRAL	**26,366,828**	**25,282,076**	**2,138,826**	**501,868**	**6,284,829**	**3,379,918**	**3,821,615**	**1,418,668**	**2,006,745**	**1,289,416**	**1,792,176**	**643,519**	**2,598,353**	**2,001,918**
Arkansas	2,265,681	2,196,637	176,970	41,688	461,313	251,835	283,139	101,153	157,739	97,082	155,711	43,897	190,133	143,947
Louisiana	4,187,827	4,048,422	310,881	67,916	879,548	454,384	547,790	221,386	275,997	170,604	279,128	113,928	410,765	331,705
Oklahoma	3,356,428	3,224,927	266,936	52,914	718,315	443,704	441,573	123,620	242,172	162,183	211,151	76,355	323,979	265,081
Texas	16,556,892	15,812,090	1,384,039	339,350	4,225,653	2,229,995	2,549,113	972,529	1,330,837	859,547	1,146,186	409,339	1,673,476	1,261,185
MOUNTAIN	**12,319,273**	**11,805,651**	**861,246**	**250,388**	**2,540,916**	**1,298,346**	**1,766,491**	**744,290**	**827,632**	**499,876**	**808,457**	**362,775**	**1,234,085**	**960,351**
Arizona	2,735,960	2,598,368	236,684	56,116	586,149	221,339	328,702	162,240	167,889	98,202	157,536	66,107	299,957	237,949
Colorado	3,492,600	3,397,905	184,147	47,997	668,755	344,264	489,312	213,750	229,071	139,626	214,554	98,468	343,097	257,938
Idaho	993,514	961,589	63,192	16,617	177,620	97,467	137,147	44,578	57,106	35,473	75,273	42,474	80,526	66,423
Montana	858,315	828,905	52,084	22,675	180,501	94,732	144,832	46,686	60,989	39,413	67,399	33,518	78,644	61,794
Nevada	891,984	843,878	115,495	55,135	248,081	114,099	162,055	70,108	73,382	43,146	75,541	22,649	118,294	86,710
New Mexico	1,424,933	1,348,579	88,120	23,375	271,822	149,729	194,074	72,277	100,628	66,509	84,063	33,365	118,503	93,605
Utah	1,271,269	1,211,194	88,558	17,484	308,806	123,799	224,757	119,964	104,256	52,964	98,904	50,000	152,499	121,586
Wyoming	650,698	615,233	32,966	10,989	99,182	62,917	85,612	14,787	34,311	25,003	35,187	16,194	42,485	34,346
PACIFIC	**37,828,197**	**34,945,479**	**2,838,571**	**954,081**	**7,694,105**	**3,277,794**	**4,721,488**	**2,223,771**	**2,271,216**	**1,344,428**	**2,017,833**	**714,573**	**3,244,097**	**2,246,160**
Alaska	707,196	671,969	79,453	23,464	115,355	50,264	84,594	28,669	39,447	20,881	32,274	7,874	38,392	20,891
California	28,316,224	26,161,022	2,099,471	660,916	5,681,296	2,346,829	3,410,279	1,674,033	1,644,746	985,411	1,468,876	495,752	2,512,287	1,746,694
Hawaii	996,538	861,662	116,893	47,452	333,664	172,302	199,957	75,079	93,783	47,760	45,659	13,201	65,500	35,219
Oregon	2,902,875	2,573,878	218,842	79,551	620,804	259,042	407,941	188,073	200,126	112,812	209,965	96,903	255,972	183,599
Washington	4,905,364	4,676,948	323,912	142,698	942,990	449,357	618,637	257,917	293,114	177,564	261,049	100,843	371,946	259,757
TOTAL UNITED STATES	**239,980,820**	**229,095,709**	**18,406,512**	**6,593,172**	**53,758,299**	**24,345,907**	**33,496,909**	**15,288,898**	**15,916,463**	**9,479,185**	**14,019,312**	**5,595,448**	**21,596,426**	**16,099,829**

S&MM METRO MARKET RANKING

GROCERY & OTHER FOOD SALES

Area	($000)	Rank
Los Angeles - Long Beach, Cal.	8,405,155	1
New York, N.Y.	7,962,328	2
Chicago, Ill.	6,278,416	3
Philadelphia, Pa.	4,845,482	4
Detroit, Mich.	4,814,802	5
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	4,325,228	6
Washington, D.C.	3,977,368	7
Houston, Tex.	3,741,012	8
Nassau - Suffolk, N.Y.	3,274,149	9
Baltimore, Md.	2,552,476	10
Minneapolis - St. Paul, Minn.	2,454,710	11
Anaheim - Santa Ana, Cal.	2,412,443	12
Dallas, Tex.	2,318,820	13
Newark, N.J.	2,261,231	14
Pittsburgh, Pa.	2,218,708	15
San Diego, Cal.	2,193,234	16
Seattle, Wash.	2,131,410	17
Cleveland, Ohio	2,108,541	18
Atlanta, Ga.	2,057,436	19
San Francisco, Cal.	2,037,777	20
Oakland, Cal.	2,033,720	21
St. Louis, Mo.	1,989,683	22
Tampa - St. Petersburg - Clearwater, Fla.	1,899,187	23
Denver, Colo.	1,852,439	24
Riverside - San Bernardino, Cal.	1,683,110	25
San Jose, Cal.	1,653,691	26
Bergen - Passaic, N.J.	1,652,705	27
Miami - Hialeah, Fla.	1,611,982	28
Phoenix, Ariz.	1,538,652	29
Milwaukee, Wisc.	1,480,509	30
Sacramento, Cal.	1,438,756	31
Cincinnati, Ohio	1,435,223	32
New Orleans, La.	1,372,657	33
Indianapolis, Ind.	1,250,624	34
Hartford - New Britain - Middletown - Bristol, Conn.	1,220,450	35
Buffalo, N.Y.	1,198,960	36
Portland, Ore.	1,184,679	37
Columbus, Ohio	1,162,753	38
Rochester, N.Y.	1,162,176	39
Middlesex - Somerset - Hunterdon, N.J.	1,134,106	40
Monmouth - Ocean, N.J.	1,099,915	41
Norfolk - Virginia Beach - Newport News, Va.	1,092,950	42
Louisville, Ky.	1,058,750	43
Kansas City, Mo.	1,037,041	44
San Antonio, Tex.	1,031,871	45
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	1,011,313	46
Albany - Schenectady - Troy, N.Y.	976,540	47
Fort Worth - Arlington, Tex.	964,164	48
Oklahoma City, Okla.	956,981	49
Memphis, Tenn.	926,317	50
Total Top 50	112,482,630	
Bridgeport - Stamford - Norwalk - Danbury, Conn.	921,852	51
Dayton - Springfield, Ohio	894,871	52
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	883,407	53
Providence - Pawtucket - Woonsocket, R.I.	873,780	54
Springfield, Mass.	872,078	55
New Haven - Waterbury - Meriden, Conn.	867,578	56
Birmingham, Ala.	866,686	57
Richmond - Petersburg, Va.	859,509	58
Nashville, Tenn.	859,266	59
Syracuse, N.Y.	849,564	60
Salt Lake City - Ogden, Utah	819,197	61
Tulsa, Okla.	771,702	62
Akron, Ohio	760,703	63
Scranton - Wilkes-Barre, Pa.	756,875	64
Worcester - Fitchburg - Leominster, Mass.	753,634	65
Orlando, Fla.	730,977	66
Greensboro - Winston-Salem - High Point, N.C.	727,242	67
Honolulu, Haw.	723,399	68
Gary - Hammond, Ind.	707,054	69
Allentown - Bethlehem, Pa.	701,842	70
Harrisburg - Lebanon - Carlisle, Pa.	689,174	71
Oxnard - Ventura, Cal.	686,281	72
Fresno, Cal.	656,063	73
Omaha, Neb.	653,540	74
Toledo, Ohio	653,207	75
Jacksonville, Fla.	639,386	76
Austin, Tex.	620,825	77
West Palm Beach - Boca Raton - Delray Beach, Fla.	617,745	78
Jersey City, N.J.	572,201	79
Bakersfield, Cal.	566,159	80
New Bedford - Fall River - Attleboro, Mass.	539,695	81
Tucson, Ariz.	534,381	82
Wilmington, Del.	530,152	83
Knoxville, Tenn.	528,910	84
Youngstown - Warren, Ohio	525,241	85
Las Vegas, Nev.	521,278	86
Kansas City, Kans.	513,149	87
Beaumont - Port Arthur, Tex.	499,043	88
Lake County, Ill.	491,775	89
Greenville - Spartanburg, S.C.	491,752	90
Baton Rouge, La.	486,642	91
Canton, Ohio	486,139	92
Little Rock - North Little Rock, Ark.	485,151	93
Tacoma, Wash.	479,550	94
Raleigh - Durham, N.C.	465,868	95
El Paso, Tex.	461,074	96
Albuquerque, N.M.	445,459	97
Flint, Mich.	445,130	98
Des Moines, Iowa	443,019	99
Grand Rapids, Mich.	435,988	100
Total Top 100	144,866,823	
Chattanooga, Tenn.	434,726	101
Portsmouth - Dover - Rochester, N.H.	434,480	102
Saginaw - Bay City - Midland, Mich.	428,604	103
Santa Rosa - Petaluma, Cal.	428,343	104
Johnson City - Kingsport - Bristol, Tenn.	426,447	105
Atlantic City, N.J.	423,481	106
Stockton, Cal.	417,421	107
Wichita, Kans.	406,813	108
Lansing - East Lansing, Mich.	405,631	109
Trenton, N.J.	385,389	110
Lexington-Fayette, Ky.	383,651	111
Utica - Rome, N.Y.	383,298	112
Lancaster, Pa.	374,953	113
Spokane, Wash.	374,292	114
Peoria, Ill.	373,834	115
York, Pa.	372,328	116
Orange County, N.Y.	371,211	117
Mobile, Ala.	369,770	118
Vallejo - Fairfield - Napa, Cal.	369,717	119
Huntington - Ashland, W.Va.-Ky.	364,433	120
Davenport - Rock Island - Moline, Iowa-Ill.	362,359	121
Columbia, S.C.	360,385	122
Aurora - Elgin, Ill.	356,715	123
Santa Barbara - Santa Maria - Lompoc, Cal.	355,351	124
Anchorage, Alas.	346,142	125
Jackson, Miss.	345,582	126
Charleston, S.C.	342,558	127
Madison, Wisc.	340,790	128
Corpus Christi, Tex.	338,011	129
Fort Wayne, Ind.	325,835	130
Manchester - Nashua, N.H.	325,551	131
Poughkeepsie, N.Y.	318,305	132
Lakeland - Winter Haven, Fla.	314,907	133
Reading, Pa.	312,041	134
Colorado Springs, Colo.	308,258	135
Charleston, W.Va.	307,562	136
Salinas - Seaside - Monterey, Cal.	303,719	137
Shreveport, La.	300,831	138
Joliet, Ill.	295,681	139
Galveston - Texas City, Tex.	294,466	140
Modesto, Cal.	294,121	141
McAllen - Edinburg - Mission, Tex.	291,666	142
Visalia - Tulare - Porterville, Cal.	290,733	143
Eugene - Springfield, Ore.	289,758	144
Alton - Granite City, Ill.	286,210	145
Binghamton, N.Y.	284,308	146
Augusta, Ga.	283,257	147
Portland, Me.	282,922	148
Evansville, Ind.	278,958	149
Appleton - Oshkosh - Neenah, Wisc.	275,643	150
Total Top 150	162,398,670	
Hamilton - Middletown, Ohio	271,428	151
Lubbock, Tex.	262,478	152
Rockford, Ill.	259,494	153
Johnstown, Pa.	259,055	154
Duluth, Minn.	259,039	155
New London - Norwich, Conn.	257,204	156
Amarillo, Tex.	254,119	157
Fort Myers, Fla.	251,484	158
Lorain - Elyria, Ohio	252,427	159
Santa Cruz, Cal.	250,551	160
Melbourne - Titusville - Palm Bay, Fla.	247,326	161
Sarasota, Fla.	246,326	162
Pensacola, Fla.	245,293	163
South Bend - Mishawaka, Ind.	245,159	164
Reno, Nev.	241,870	165
Daytona Beach, Fla.	240,626	166
East St. Louis - Belleville, Ill.	239,229	167
Macon - Warner Robins, Ga.	234,675	168
Niagara Falls, N.Y.	233,741	169
Lake Charles, La.	231,629	170
Brazoria, Tex.	230,432	171
Montgomery, Ala.	230,212	172
Pittsfield, Mass.	230,067	173
Roanoke, Va.	229,051	174
Longview - Marshall, Tex.	228,030	175
Boulder - Longmont, Colo.	227,426	176
Salem, Ore.	220,165	177
Springfield, Mo.	217,966	178
Lincoln, Neb.	216,638	179
Boise, Ida.	216,137	180
Erie, Pa.	215,303	181
Brownsville - Harlingen, Tex.	214,803	182
Savannah, Ga.	212,269	183
Springfield, Ill.	210,723	184
Houma - Thibodaux, La.	210,327	185
Richland - Kennewick - Pasco, Wash.	208,486	186
Waco, Tex.	208,230	187
Beaver County, Pa.	206,104	188
Vineland - Millville - Bridgeton, N.J.	202,358	189
Ann Arbor, Mich.	201,660	190
Lafayette, La.	200,486	191
Wheeling, W.Va.	197,736	192
Odessa, Tex.	195,678	193
Parkersburg - Marietta, W.Va.-Ohio	191,183	194
Biloxi - Gulfport, Miss.	188,601	195
Fort Smith, Ark.	186,119	196
Vancouver, Wash.	182,585	197
Killeen - Temple, Tex.	182,189	198
Green Bay, Wisc.	179,389	199
Chico, Cal.	178,477	200
Total Top 200	173,413,883	
Yakima, Wash.	178,185	201
Kalamazoo, Mich.	177,336	202
Tyler, Tex.	177,214	203
Bremerton, Wash.	177,122	204
Topeka, Kans.	173,355	205
Columbus, Ga.	171,364	206
Racine, Wisc.	168,256	207
Medford, Ore.	167,842	208
Benton Harbor, Mich.	165,726	209
Redding, Cal.	164,683	210
Cedar Rapids, Iowa	164,389	211
Provo - Orem, Utah	163,288	212
Hickory, N.C.	161,497	213
Huntsville, Ala.	161,386	214
Bangor, Me.	161,071	215
Tallahassee, Fla.	160,478	216
Waterloo - Cedar Falls, Iowa	160,272	217
Elkhart - Goshen, Ind.	159,864	218
Fort Collins - Loveland, Colo.	158,615	219
Gainesville, Fla.	157,715	220
Steubenville - Weirton, Ohio-W.Va.	157,286	221
Fort Pierce, Fla.	157,174	222
Altoona, Pa.	156,715	223
Billings, Mont.	156,578	224
Janesville - Beloit, Wisc.	156,493	225
Champaign - Urbana - Rantoul, Ill.	156,485	226
Fayetteville, N.C.	156,003	227
Olympia, Wash.	152,258	228
Bradenton, Fla.	151,684	229
Glens Falls, N.Y.	151,669	230
Asheville, N.C.	144,548	231
Florence, Ala.	144,207	232
Fargo - Moorhead, N.D.-Minn.	143,549	233
Sioux City, Iowa	141,276	234
Lima, Ohio	138,612	235
Joplin, Mo.	138,322	236
Lynchburg, Va.	137,608	237
Wichita Falls, Tex.	135,841	238
Texarkana, Tex.-Ark.	135,536	239
Monroe, La.	134,948	240
State College, Pa.	134,099	241
Casper, Wyo.	133,831	242
Anderson, S.C.	132,115	243
Midland, Tex.	130,651	244
Pueblo, Colo.	130,273	245
Sharon, Pa.	129,950	246
Williamsport, Pa.	128,940	247
Pascagoula, Miss.	128,760	248
Anderson, Ind.	128,419	249
Muncie, Ind.	128,006	250
Total Top 250	180,995,347	
Ocala, Fla.	127,894	251
Abilene, Tex.	126,513	252
Burlington, Vt.	122,819	253
Terre Haute, Ind.	122,810	254
Mansfield, Ohio	122,808	255
Wilmington, N.C.	119,814	256
Decatur, Ill.	119,204	257
Anniston, Ala.	116,513	258
Hagerstown, Md.	114,410	259
St. Cloud, Minn.	113,563	260
Danville, Va.	113,303	261
Eau Claire, Wisc.	113,185	262
Sioux Falls, S.D.	113,113	263
Sheboygan, Wisc.	112,674	264
Charlottesville, Va.	112,612	265
San Angelo, Tex.	112,606	266
Tuscaloosa, Ala.	111,871	267
Jackson, Mich.	111,345	268
Bloomington - Normal, Ill.	111,147	269
Muskegon, Mich.	110,370	270
Alexandria, La.	110,231	271
Lewiston - Auburn, Me.	110,220	272
Clarksville - Hopkinsville, Tenn.-Ky.	110,125	273
Bellingham, Wash.	109,987	274
Lafayette, Ind.	109,894	275
Dothan, Ala.	108,668	276
Yuba City, Cal.	108,501	277
Rochester, Minn.	107,829	278
Kenosha, Wisc.	106,214	279
Greeley, Colo.	106,139	280
Wausau, Wisc.	105,226	281
Columbia, Mo.	103,726	282
Laredo, Tex.	101,635	283
Kokomo, Ind.	101,071	284
Elmira, N.Y.	100,678	285
Athens, Ga.	98,437	286
Sherman - Denison, Tex.	97,959	287
St. Joseph, Mo.	97,723	288
Lawton, Okla.	97,719	289
Fayetteville - Springdale, Ark.	96,760	290
Cumberland, Md.	95,886	291
Battle Creek, Mich.	95,278	292
Kankakee, Ill.	93,503	293
Florence, S.C.	93,502	294
Burlington, N.C.	92,641	295
Gadsden, Ala.	92,530	296
Bloomington, Ind.	92,047	297
Owensboro, Ky.	91,517	298
Iowa City, Iowa	90,750	299
Fort Walton Beach, Fla.	89,671	300
Victoria, Tex.	89,631	301
Dubuque, Iowa	88,520	302
Great Falls, Mont.	86,894	303
Las Cruces, N.M.	85,811	304
Bismarck, N.D.	84,641	305
Bryan - College Station, Tex.	83,344	306
Albany, Ga.	83,242	307
Pine Bluff, Ark.	80,978	308
La Crosse, Wisc.	79,113	309
Panama City, Fla.	77,903	310
Enid, Okla.	75,438	311
Lawrence, Kans.	50,076	312
Jacksonville, N.C.	47,130	313
Grand Forks, N.D.	42,496	314
Total Above Areas	187,295,285	
Percent of U.S.	78.0946	
U.S. Total	239,909,828	

S&MM METRO MARKET RANKING

HEALTH & BEAUTY AID SALES

Area	($000)	Rank
Los Angeles - Long Beach, Cal.	706,551	1
Chicago, Ill.	553,524	2
New York, N.Y.	544,830	3
Detroit, Mich.	499,105	4
Washington, D.C.	481,189	5
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	444,506	6
Philadelphia, Pa.	296,840	7
Houston, Tex.	296,231	8
Atlanta, Ga.	263,889	9
Nassau - Suffolk, N.Y.	216,008	10
Anaheim - Santa Ana, Cal.	208,610	11
Dallas, Tex.	201,081	12
Miami - Hialeah, Fla.	188,499	13
Minneapolis - St. Paul, Minn.	185,880	14
Cleveland, Ohio	169,241	15
San Diego, Cal.	168,885	16
St. Louis, Mo.	156,968	17
Pittsburgh, Pa.	149,862	18
Oakland, Cal.	143,362	19
Riverside - San Bernardino, Cal.	142,364	20
Phoenix, Ariz.	141,961	21
Seattle, Wash.	141,663	22
San Francisco, Cal.	134,269	23
Newark, N.J.	132,406	24
Tampa - St. Petersburg - Clearwater, Fla.	131,110	25
Milwaukee, Wisc.	122,647	26
San Jose, Cal.	117,825	27
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	116,545	28
Bergen - Passaic, N.J.	116,395	29
San Antonio, Tex.	115,054	30
Baltimore, Md.	110,310	31
Fort Worth - Arlington, Tex.	104,043	32
Cincinnati, Ohio	103,941	33
Denver, Colo.	101,195	34
Portland, Ore.	100,547	35
Sacramento, Cal.	98,880	36
New Orleans, La.	98,726	37
Honolulu, Haw.	97,448	38
Louisville, Ky.	90,363	39
Richmond - Petersburg, Va.	88,707	40
Oklahoma City, Okla.	85,837	41
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	85,456	42
Columbus, Ohio	84,824	43
Kansas City, Mo.	84,168	44
Indianapolis, Ind.	84,031	45
Norfolk - Virginia Beach - Newport News, Va.	77,398	46
Buffalo, N.Y.	77,199	47
Greensboro - Winston-Salem - High Point, N.C.	74,952	48
Hartford - New Britain - Middletown - Bristol, Conn.	74,799	49
Birmingham, Ala.	73,676	50
Total Top 50	9,883,900	
Middlesex - Somerset - Hunterdon, N.J.	71,812	51
Nashville, Tenn.	71,099	52
Tulsa, Okla.	70,418	53
Dayton - Springfield, Ohio	68,714	54
Monmouth - Ocean, N.J.	65,981	55
Flint, Mich.	64,695	56
Greenville - Spartanburg, S.C.	64,567	57
Bridgeport - Stamford - Norwalk - Danbury, Conn.	63,145	58
Salt Lake City - Ogden, Utah	63,136	59
Memphis, Tenn.	63,127	60
Orlando, Fla.	61,460	61
West Palm Beach - Boca Raton - Delray Beach, Fla.	59,849	62
Austin, Tex.	58,945	63
Albany - Schenectady - Troy, N.Y.	58,617	64
Jacksonville, Fla.	58,494	65
Tucson, Ariz.	58,081	66
Rochester, N.Y.	58,022	67
Toledo, Ohio	55,874	68
Las Vegas, Nev.	53,711	69
Akron, Ohio	53,323	70
Gary - Hammond, Ind.	53,0[illegible]9	71
Grand Rapids, Mich.	52,460	72
Worcester - Fitchburg - Leominster, Mass.	50,788	73
New Haven - Waterbury - Meriden, Conn.	49,898	74
Kansas City, Kans.	48,682	75
Raleigh - Durham, N.C.	48,106	76
Omaha, Neb.	47,931	77
Providence - Pawtucket - Woonsocket, R.I.	47,539	78
Knoxville, Tenn.	46,823	79
Anchorage, Alas.	46,528	80
Baton Rouge, La.	45,132	81
Reno, Nev.	44,065	82
Oxnard - Ventura, Cal.	43,973	83
Columbia, S.C.	43,672	84
El Paso, Tex.	42,781	85
Jersey City, N.J.	42,632	86
Lake County, Ill.	41,788	87
Wilmington, Del.	40,358	88
Fresno, Cal.	40,227	89
Little Rock - North Little Rock, Ark.	39,948	90
Scranton - Wilkes-Barre, Pa.	39,868	91
Allentown - Bethlehem, Pa.	39,609	92
Youngstown - Warren, Ohio	39,606	93
Saginaw - Bay City - Midland, Mich.	38,507	94
Harrisburg - Lebanon - Carlisle, Pa.	38,307	95
Springfield, Mass.	38,289	96
Canton, Ohio	37,884	97
Mobile, Ala.	37,228	98
Syracuse, N.Y.	36,920	99
Charleston, S.C.	35,325	100
Total Top 100	11,404,853	
Corpus Christi, Tex.	34,778	101
Chattanooga, Tenn.	34,535	102
Des Moines, Iowa	34,099	103
Spokane, Wash.	33,953	104
Beaumont - Port Arthur, Tex.	33,732	105
Davenport - Rock Island - Moline, Iowa-Ill.	33,632	106
Wichita, Kans.	32,876	107
Ann Arbor, Mich.	32,720	108
Tacoma, Wash.	32,340	109
Portsmouth - Dover - Rochester, N.H.	32,165	110
Charleston, W.Va.	32,118	111
Lansing - East Lansing, Mich.	32,046	112
Augusta, Ga.	31,837	113
Jackson, Miss.	31,218	114
Lexington-Fayette, Ky.	31,143	115
New Bedford - Fall River - Attleboro, Mass.	30,768	116
Albuquerque, N.M.	30,318	117
Aurora - Elgin, Ill.	29,651	118
Bakersfield, Cal.	29,252	119
Atlantic City, N.J.	28,408	120
Evansville, Ind.	28,393	121
Johnson City - Kingsport - Bristol, Tenn.	28,010	122
Madison, Wisc.	27,414	123
Macon - Warner Robins, Ga.	26,789	124
Salinas - Seaside - Monterey, Cal.	26,512	125
Peoria, Ill.	26,450	126
Shreveport, La.	25,941	127
Huntington - Ashland, W.Va.-Ky.	25,748	128
Stockton, Cal.	25,627	129
Daytona Beach, Fla.	25,579	130
Fort Wayne, Ind.	25,500	131
Lubbock, Tex.	25,301	132
Springfield, Mo.	25,167	133
McAllen - Edinburg - Mission, Tex.	24,741	134
Brownsville - Harlingen, Tex.	24,194	135
East St. Louis - Belleville, Ill.	24,085	136
Binghamton, N.Y.	24,050	137
Rockford, Ill.	23,812	138
Poughkeepsie, N.Y.	23,543	139
Montgomery, Ala.	23,074	140
Modesto, Cal.	22,709	141
Eugene - Springfield, Ore.	22,466	142
Amarillo, Tex.	22,164	143
Trenton, N.J.	21,997	144
Joliet, Ill.	21,959	145
Manchester - Nashua, N.H.	21,897	146
Santa Rosa - Petaluma, Cal.	21,791	147
Santa Barbara - Santa Maria - Lompoc, Cal.	21,787	148
Pensacola, Fla.	21,661	149
Kalamazoo, Mich.	21,362	150
Total Top 150	12,996,165	
Lakeland - Winter Haven, Fla.	21,317	151
Roanoke, Va.	21,283	152
Savannah, Ga.	21,066	153
Melbourne - Titusville - Palm Bay, Fla.	20,914	154
Waco, Tex.	20,474	155
Orange County, N.Y.	20,255	156
Laredo, Tex.	20,195	157
Appleton - Oshkosh - Neenah, Wisc.	20,192	158
Odessa, Tex.	19,833	159
York, Pa.	19,673	160
Reading, Pa.	19,585	161
Portland, Me.	19,497	162
Green Bay, Wisc.	19,063	163
Alton - Granite City, Ill.	19,019	164
Sarasota, Fla.	18,684	165
Lancaster, Pa.	18,531	166
Cedar Rapids, Iowa	18,098	167
Lincoln, Neb.	18,004	168
Colorado Springs, Colo.	17,992	169
Springfield, Ill.	17,902	170
Salem, Ore.	17,809	171
Boise, Ida.	17,725	172
Lorain - Elyria, Ohio	17,470	173
Topeka, Kans.	17,249	174
Vallejo - Fairfield - Napa, Cal.	17,165	175
Erie, Pa.	17,161	176
Fort Myers, Fla.	17,059	177
Hamilton - Middletown, Ohio	16,885	178
Champaign - Urbana - Rantoul, Ill.	16,573	179
Richland - Kennewick - Pasco, Wash.	16,537	180
Gainesville, Fla.	16,361	181
Columbus, Ga.	16,195	182
Fort Smith, Ark.	16,040	183
Santa Cruz, Cal.	15,857	184
South Bend - Mishawaka, Ind.	15,818	185
Houma - Thibodeaux, La.	15,774	186
Niagara Falls, N.Y.	15,603	187
Lafayette, La.	15,466	188
Huntsville, Ala.	15,364	189
Visalia - Tulare - Porterville, Cal.	15,147	190
Duluth, Minn.	15,010	191
Joplin, Mo.	15,006	192
Biloxi - Gulfport, Miss.	14,842	193
Anderson, S.C.	14,729	194
Utica - Rome, N.Y.	14,703	195
Benton Harbor, Mich.	14,665	196
Abilene, Tex.	14,583	197
Lake Charles, La.	14,330	198
Tallahassee, Fla.	14,315	199
Parkersburg - Marietta, W.Va.-Ohio	14,294	200
Total Top 200	13,863,477	
Fayetteville, N.C.	14,143	201
Janesville - Beloit, Wisc.	14,116	202
Longview - Marshall, Tex.	14,073	203
Hickory, N.C.	13,946	204
Asheville, N.C.	13,941	205
Billings, Mont.	13,813	206
Wheeling, W.Va.	13,612	207
Terre Haute, Ind.	13,505	208
Alexandria, La.	13,458	209
Bradenton, Fla.	13,422	210
Galveston - Texas City, Tex.	13,361	211
Fayetteville - Springdale, Ark.	13,168	212
Decatur, Ill.	13,135	213
Yakima, Wash.	13,110	214
Rochester, Minn.	13,102	215
Vancouver, Wash.	13,069	216
Beaver County, Pa.	13,040	217
Waterloo - Cedar Falls, Iowa	12,919	218
Fargo - Moorhead, N.D.-Minn.	12,487	219
Brazoria, Tex.	12,252	220
Bremerton, Wash.	12,058	221
Killeen - Temple, Tex.	11,895	222
Boulder - Longmont, Colo.	11,870	223
Lima, Ohio	11,730	224
Midland, Tex.	11,650	225
Bloomington - Normal, Ill.	11,613	226
Lynchburg, Va.	11,456	227
Fort Pierce, Fla.	11,449	228
Wilmington, N.C.	11,404	229
Florence, Ala.	11,372	230
Athens, Ga.	11,305	231
Elkhart - Goshen, Ind.	11,288	232
Lafayette, Ind.	11,252	233
New London - Norwich, Conn.	11,218	234
Provo - Orem, Utah	11,216	235
Muncie, Ind.	11,207	236
Tuscaloosa, Ala.	11,084	237
Redding, Cal.	10,898	238
Wichita Falls, Tex.	10,748	239
Steubenville - Weirton, Ohio-W.Va.	10,711	240
Battle Creek, Mich.	10,647	241
Johnstown, Pa.	10,631	242
San Angelo, Tex.	10,506	243
Texarkana, Tex.-Ark.	10,417	244
Racine, Wisc.	10,352	245
Jackson, Mich.	10,350	246
Florence, S.C.	10,269	247
La Crosse, Wisc.	10,224	248
Sioux City, Iowa	10,064	249
Sioux Falls, S.D.	10,032	250
Total Top 250	14,462,065	
Bangor, Me.	10,005	251
Pascagoula, Miss.	9,985	252
Mansfield, Ohio	9,922	253
Pittsfield, Mass.	9,893	254
St. Cloud, Minn.	9,660	255
Charlottesville, Va.	9,446	256
Medford, Ore.	9,409	257
Muskegon, Mich.	9,271	258
Burlington, N.C.	9,181	259
Hagerstown, Md.	9,158	260
Monroe, La.	9,090	261
Owensboro, Ky.	8,949	262
Sheboygan, Wisc.	8,943	263
Ocala, Fla.	8,942	264
Clarksville - Hopkinsville, Tenn.-Ky.	8,916	265
Burlington, Vt.	8,834	266
Chico, Cal.	8,796	267
Glens Falls, N.Y.	8,770	268
Victoria, Tex.	8,714	269
Albany, Ga.	8,641	270
Yuba City, Cal.	8,630	271
Panama City, Fla.	8,561	272
Vineland - Millville - Bridgeton, N.J.	8,530	273
Anniston, Ala.	8,498	274
Enid, Okla.	8,445	275
Tyler, Tex.	8,444	276
Cumberland, Md.	8,340	277
Kokomo, Ind.	8,206	278
Altoona, Pa.	8,016	279
Dothan, Ala.	7,999	280
Anderson, Ind.	7,897	281
Fort Walton Beach, Fla.	7,894	282
Iowa City, Iowa	7,853	283
Dubuque, Iowa	7,748	284
Danville, Va.	7,744	285
Bryan - College Station, Tex.	7,726	286
Olympia, Wash	7,614	287
Casper, Wyo.	7,596	288
Columbia, Mo.	7,468	289
Sharon, Pa.	7,426	290
Wausau, Wisc.	7,391	291
Eau Claire, Wisc.	7,286	292
Bismarck, N.D.	7,278	293
Bellingham, Wash.	7,146	294
Bloomington, Ind.	6,875	295
Williamsport, Pa.	6,800	296
Kenosha, Wisc.	6,775	297
State College, Pa.	6,708	298
Sherman - Denison, Tex.	6,570	299
Pueblo, Colo.	6,515	300
Fort Collins - Loveland, Colo.	6,511	301
Kankakee, Ill.	6,403	302
Gadsden, Ala.	6,286	303
Great Falls, Mont.	6,110	304
Elmira, N.Y.	5,878	305
Pine Bluff, Ark.	5,779	306
St. Joseph, Mo.	5,702	307
Las Cruces, N.M.	5,698	308
Lawton, Okla.	5,552	309
Lawrence, Kans.	5,247	310
Lewiston - Auburn, Me.	4,793	311
Jacksonville, N.C.	4,788	312
Grand Forks, N.D.	4,775	313
Greeley, Colo.	4,703	314
Total Above Areas	14,954,794	
Percent of U.S.	81.3473	
U.S. Total	18,386,812	

S&MM METRO MARKET RANKING

WOMEN'S & GIRLS' CLOTHING SALES

Area	($000)	Rank
New York, N.Y.	2,287,034	1
Chicago, Ill.	1,986,496	2
Los Angeles - Long Beach, Cal.	1,871,032	3
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	1,338,947	4
Philadelphia, Pa.	1,182,720	5
Detroit, Mich.	1,156,466	6
Houston, Tex.	1,123,943	7
Washington, D.C.	1,055,647	8
Nassau - Suffolk, N.Y.	765,177	9
Dallas, Tex.	713,609	10
Atlanta, Ga.	627,513	11
Minneapolis - St. Paul, Minn.	613,683	12
Pittsburgh, Pa.	589,171	13
Anaheim - Santa Ana, Cal.	588,357	14
Miami - Hialeah, Fla.	583,853	15
Bergen - Passaic, N.J.	534,615	16
San Francisco, Cal.	520,429	17
Cleveland, Ohio	497,074	18
Baltimore, Md.	488,493	19
Seattle, Wash.	482,880	20
St. Louis, Mo.	474,941	21
San Diego, Cal.	457,920	22
Indianapolis, Ind.	439,674	23
Oakland, Cal.	422,128	24
Denver, Colo.	408,400	25
Phoenix, Ariz.	399,374	26
San Jose, Cal.	381,374	27
Tampa - St. Petersburg - Clearwater, Fla.	361,895	28
Newark, N.J.	358,311	29
Portland, Ore.	348,587	30
Cincinnati, Ohio	343,383	31
Milwaukee, Wisc.	340,670	32
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	331,739	33
Fort Worth - Arlington, Tex.	327,957	34
New Orleans, La.	313,118	35
Columbus, Ohio	311,959	36
Norfolk - Virginia Beach - Newport News, Va.	298,817	37
Riverside - San Bernardino, Cal.	294,164	38
San Antonio, Tex.	292,783	39
Hartford - New Britain - Middletown - Bristol, Conn.	278,631	40
Bridgeport - Stamford - Norwalk - Danbury, Conn.	274,141	41
Honolulu, Haw.	270,823	42
Oklahoma City, Okla.	266,941	43
Birmingham, Ala.	257,004	44
Kansas City, Mo.	255,713	45
Louisville, Ky.	255,585	46
Buffalo, N.Y.	251,315	47
Sacramento, Cal.	249,141	48
Middlesex - Somerset - Hunterdon, N.J.	245,462	49
Nashville, Tenn.	238,600	50
Total Top 50	**28,757,689**	
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	232,954	51
Memphis, Tenn.	230,862	52
Salt Lake City - Ogden, Utah	227,805	53
Dayton - Springfield, Ohio	227,650	54
Richmond - Petersburg, Va.	225,242	55
Providence - Pawtucket - Woonsocket, R.I.	213,669	56
Greensboro - Winston-Salem - High Point, N.C.	204,837	57
Rochester, N.Y.	204,822	58
Tulsa, Okla.	203,327	59
West Palm Beach - Boca Raton - Delray Beach, Fla.	201,051	60
New Haven - Waterbury - Meriden, Conn.	196,403	61
Austin, Tex.	176,007	62
Orlando, Fla.	174,693	63
Kansas City, Kans.	173,948	64
Albany - Schenectady - Troy, N.Y.	166,936	65
Jacksonville, Fla.	164,961	66
Monmouth - Ocean, N.J.	159,716	67
Las Vegas, Nev.	157,133	68
Grand Rapids, Mich.	153,944	69
Knoxville, Tenn.	151,921	70
Springfield, Mass.	150,153	71
Omaha, Neb.	149,751	72
Toledo, Ohio	146,634	73
Worcester - Fitchburg - Leominster, Mass.	146,340	74
Scranton - Wilkes-Barre, Pa.	143,970	75
Raleigh - Durham, N.C.	142,564	76
Akron, Ohio	141,879	77
New Bedford - Fall River - Attleboro, Mass.	140,005	78
Baton Rouge, La.	138,190	79
Little Rock - North Little Rock, Ark.	135,605	80
Flint, Mich.	133,041	81
Lake County, Ill.	132,886	82
Wilmington, Del.	132,039	83
Youngstown - Warren, Ohio	132,029	84
Lexington-Fayette, Ky.	131,815	85
Allentown - Bethlehem, Pa.	131,604	86
Harrisburg - Lebanon - Carlisle, Pa.	131,101	87
Albuquerque, N.M.	129,731	88
Gary - Hammond, Ind.	127,993	89
Syracuse, N.Y.	127,818	90
Greenville - Spartanburg, S.C.	127,634	91
El Paso, Tex.	125,242	92
Aurora - Elgin, Ill.	118,259	93
Saginaw - Bay City - Midland, Mich.	115,380	94
Beaumont - Port Arthur, Tex.	113,217	95
Wichita, Kans.	112,542	96
Mobile, Ala.	111,640	97
Des Moines, Iowa	111,123	98
Tucson, Ariz.	111,080	99
Jackson, Miss.	108,921	100
Total Top 100	**36,985,756**	
Davenport - Rock Island - Moline, Iowa-Ill.	100,118	101
Columbia, S.C.	99,630	102
Chattanooga, Tenn.	99,291	103
Oxnard - Ventura, Cal.	96,586	104
Tacoma, Wash.	95,123	105
Lansing - East Lansing, Mich.	94,501	106
Johnson City - Kingsport - Bristol, Tenn.	94,301	107
Jersey City, N.J.	93,544	108
Fresno, Cal.	93,528	109
Portland, Me.	92,246	110
Peoria, Ill.	91,145	111
McAllen - Edinburg - Mission, Tex.	89,434	112
Canton, Ohio	88,736	113
St. Cloud, Minn.	88,503	114
Shreveport, La.	88,379	115
Trenton, N.J.	88,053	116
Spokane, Wash.	85,929	117
Ann Arbor, Mich.	85,819	118
Fort Wayne, Ind.	85,049	119
Charleston, S.C.	81,729	120
East St. Louis - Belleville, Ill.	80,945	121
Charleston, W.Va.	79,464	122
Montgomery, Ala.	79,227	123
Portsmouth - Dover - Rochester, N.H.	78,606	124
Reading, Pa.	78,422	125
Salinas - Seaside - Monterey, Cal.	76,931	126
Augusta, Ga.	76,575	127
Kalamazoo, Mich.	75,804	128
Bakersfield, Cal.	75,027	129
Manchester - Nashua, N.H.	75,027	129
Corpus Christi, Tex.	74,643	131
Roanoke, Va.	72,382	132
Lancaster, Pa.	72,249	133
Huntington - Ashland, W.Va.-Ky.	72,097	134
Atlantic City, N.J.	72,071	135
York, Pa.	71,916	136
Reno, Nev.	71,658	137
Eugene - Springfield, Ore.	71,473	138
Lubbock, Tex.	69,419	139
Evansville, Ind.	68,965	140
Anchorage, Alas.	68,804	141
Springfield, Ill.	65,785	142
Lakeland - Winter Haven, Fla.	65,526	143
Pensacola, Fla.	65,091	144
Rockford, Ill.	64,997	145
Santa Rosa - Petaluma, Cal.	63,431	146
Laredo, Tex.	63,315	147
Daytona Beach, Fla.	63,002	148
Amarillo, Tex.	62,189	149
Stockton, Cal.	62,013	150
Total Top 150	**40,474,484**	
Macon - Warner Robins, Ga.	61,996	151
Madison, Wisc.	61,680	152
Huntsville, Ala.	60,320	153
Sarasota, Fla.	60,298	154
Utica - Rome, N.Y.	60,255	155
Colorado Springs, Colo.	59,596	156
Lafayette, La.	59,123	157
Modesto, Cal.	58,136	158
Santa Barbara - Santa Maria - Lompoc, Cal.	58,078	159
South Bend - Mishawaka, Ind.	56,655	160
Erie, Pa.	56,435	161
Brownsville - Harlingen, Tex.	56,229	162
Fort Myers, Fla.	56,030	163
Savannah, Ga.	53,973	164
Binghamton, N.Y.	53,024	165
Duluth, Minn.	52,058	166
Salem, Ore.	51,984	167
Orange County, N.Y.	51,664	168
Joliet, Ill.	51,499	169
Tallahassee, Fla.	50,841	170
New London - Norwich, Conn.	50,756	171
Tyler, Tex.	50,411	172
Beaver County, Pa.	49,133	173
Lincoln, Neb.	48,876	174
Fargo - Moorhead, N.D.-Minn.	48,829	175
Odessa, Tex.	48,822	176
Niagara Falls, N.Y.	48,777	177
Springfield, Mo.	48,449	178
Fort Smith, Ark.	48,233	179
Columbus, Ga.	48,170	180
Lorain - Elyria, Ohio	47,635	181
Cedar Rapids, Iowa	47,632	182
Vallejo - Fairfield - Napa, Cal.	47,614	183
Melbourne - Titusville - Palm Bay, Fla.	47,099	184
Boise, Ida.	46,816	185
Fayetteville, N.C.	46,571	186
Visalia - Tulare - Porterville, Cal.	46,076	187
Longview - Marshall, Tex.	45,[illegible]95	188
Poughkeepsie, N.Y.	45,748	189
Johnstown, Pa.	45,688	190
Biloxi - Gulfport, Miss.	45,418	191
Parkersburg - Marietta, W.Va.-Ohio	45,294	192
Waco, Tex.	44,364	193
Champaign - Urbana - Rantoul, Ill.	44,003	194
Provo - Orem, Utah	43,249	195
Billings, Mont.	42,963	196
Wheeling, W.Va.	42,861	197
Brazoria, Tex.	42,818	198
Alton - Granite City, Ill.	41,690	199
Pittsfield, Mass.	41,446	200
Total Top 200	**42,995,564**	
Wichita Falls, Tex.	41,420	201
Galveston - Texas City, Tex.	41,340	202
Mansfield, Ohio	40,333	203
Gainesville, Fla.	40,237	204
Appleton - Oshkosh - Neenah, Wisc.	40,199	205
Hickory, N.C.	39,507	206
Richland - Kennewick - Pasco, Wash.	39,191	207
Terre Haute, Ind.	38,596	208
Burlington, Vt.	38,340	209
Tuscaloosa, Ala.	37,707	210
Asheville, N.C.	37,030	211
Bradenton, Fla.	36,678	212
Boulder - Longmont, Colo.	36,588	213
Killeen - Temple, Tex.	36,477	214
Sioux Falls, S.D.	36,062	215
Vancouver, Wash.	35,928	216
Steubenville - Weirton, Ohio-W.Va.	35,821	217
Lima, Ohio	35,743	218
Monroe, La.	35,551	219
Houma - Thibodaux, La.	35,410	220
Waterloo - Cedar Falls, Iowa	35,126	221
Florence, Ala.	34,826	222
Muskegon, Mich.	34,714	223
Sharon, Pa.	34,607	224
Jackson, Mich.	34,406	225
Topeka, Kans.	34,277	226
Lake Charles, La.	34,266	227
Bloomington - Normal, Ill.	34,214	228
Great Falls, Mont.	33,980	229
Alexandria, La.	33,459	230
Clarksville - Hopkinsville, Tenn.-Ky.	33,442	231
Yakima, Wash.	33,422	232
Rochester, Minn.	33,056	233
Green Bay, Wisc.	32,994	234
Altoona, Pa.	32,428	235
Lafayette, Ind.	32,381	236
Santa Cruz, Cal.	31,793	237
Panama City, Fla.	30,366	238
Florence, S.C.	29,994	239
Fort Collins - Loveland, Colo.	29,991	240
Decatur, Ill.	29,889	241
Wilmington, N.C.	29,658	242
Lynchburg, Va.	29,387	243
Anniston, Ala.	29,294	244
Fayetteville - Springdale, Ark.	29,264	245
Bangor, Me.	29,143	246
Albany, Ga.	29,105	247
Sioux City, Iowa	28,876	248
Joplin, Mo.	28,767	249
Gadsden, Ala.	28,320	250
Total Top 250	**44,799,167**	
Abilene, Tex.	28,273	251
Midland, Tex.	27,840	252
Grand Forks, N.D.	27,803	253
Janesville - Beloit, Wisc.	27,725	254
Elkhart - Goshen, Ind.	27,643	255
Columbia, Mo.	27,300	256
State College, Pa.	27,260	257
Hamilton - Middletown, Ohio	27,229	258
Dothan, Ala.	27,026	259
Fort Walton Beach, Fla.	26,635	260
Hagerstown, Md.	26,399	261
Medford, Ore.	25,966	262
San Angelo, Tex.	25,914	263
Anderson, S.C.	25,727	264
Battle Creek, Mich.	25,677	265
Charlottesville, Va.	25,425	266
Benton Harbor, Mich.	24,775	267
Texarkana, Tex.-Ark.	24,539	268
Fort Pierce, Fla.	24,391	269
Muncie, Ind.	24,017	270
Bellingham, Wash.	23,950	271
Bismarck, N.D.	23,781	272
Kokomo, Ind.	23,365	273
St. Joseph, Mo.	23,319	274
Dubuque, Iowa	23,314	275
Eau Claire, Wisc.	23,212	276
Redding, Cal.	22,784	277
Pueblo, Colo.	22,776	278
Owensboro, Ky.	22,585	279
Athens, Ga.	22,209	280
Racine, Wisc.	21,831	281
Victoria, Tex.	21,517	282
Bryan - College Station, Tex.	21,429	283
Anderson, Ind.	21,124	284
Elmira, N.Y.	20,801	285
Chico, Cal.	20,591	286
Bremerton, Wash.	20,564	287
Iowa City, Iowa	20,542	288
Burlington, N.C.	20,528	289
La Crosse, Wisc.	20,483	290
Vineland - Millville - Bridgeton, N.J.	20,289	291
Lewiston - Auburn, Me.	19,701	292
Enid, Okla.	19,604	293
Bloomington, Ind.	19,517	294
Greeley, Colo.	19,496	295
Cumberland, Md.	19,153	296
Sherman - Denison, Tex.	18,876	297
Lawton, Okla.	18,376	298
Pascagoula, Miss.	18,308	299
Williamsport, Pa.	18,231	300
Pine Bluff, Ark.	17,893	301
Ocala, Fla.	17,690	302
Casper, Wyo.	17,609	303
Wausau, Wisc.	17,189	304
Danville, Va.	16,820	305
Kankakee, Ill.	16,265	306
Kenosha, Wisc.	16,115	307
Olympia, Wash.	15,605	308
Glens Falls, N.Y.	15,310	309
Jacksonville, N.C.	13,625	310
Yuba City, Cal.	13,602	311
Sheboygan, Wisc.	13,426	312
Las Cruces, N.M.	11,221	313
Lawrence, Kans.	9,900	314
Total Above Areas	**46,081,287**	
Percent of U.S.	**85.7198**	
U.S. Total	**53,758,299**	

MEN'S & BOYS' CLOTHING SALES

Area	($000)	Rank
New York, N.Y.	1,254,680	1
Chicago, Ill.	1,121,583	2
Los Angeles - Long Beach, Cal.	1,061,902	3
Detroit, Mich.	814,430	4
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	730,416	5
Houston, Tex.	689,247	6
Philadelphia, Pa.	669,316	7
Washington, D.C.	578,854	8
Nassau - Suffolk, N.Y.	426,512	9
Dallas, Tex.	405,701	10
Minneapolis - St. Paul, Minn.	384,145	11
Atlanta, Ga.	356,538	12
Pittsburgh, Pa.	340,461	13
Anaheim - Santa Ana, Cal.	328,757	14
Miami - Hialeah, Fla.	326,998	15
Cleveland, Ohio	311,931	16
San Francisco, Cal.	307,659	17
Baltimore, Md.	305,942	18
Seattle, Wash.	301,819	19
Bergen - Passaic, N.J.	297,772	20
St. Louis, Mo.	292,157	21
Denver, Colo.	284,860	22
San Diego, Cal.	271,920	23
Oakland, Cal.	239,617	24
Cincinnati, Ohio	224,550	25
Tampa - St. Petersburg - Clearwater, Fla.	224,483	26
San Jose, Cal.	223,141	27
Portland, Ore.	214,942	28
Milwaukee, Wisc.	212,455	29
Phoenix, Ariz.	209,591	30
Riverside - San Bernardino, Cal.	207,775	31
Columbus, Ohio	202,743	32
Newark, N.J.	198,223	33
Fort Worth - Arlington, Tex.	186,646	34
New Orleans, La.	181,819	35
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	180,845	36
Indianapolis, Ind.	179,237	37
Norfolk - Virginia Beach - Newport News, Va.	165,718	38
San Antonio, Tex.	165,687	39
Salt Lake City - Ogden, Utah	164,701	40
Honolulu, Haw.	161,926	41
Buffalo, N.Y.	159,949	42
Hartford - New Britain - Middletown - Bristol, Conn.	156,850	43
Bridgeport - Stamford - Norwalk - Danbury, Conn.	155,989	44
Kansas City, Mo.	155,570	45
Oklahoma City, Okla.	155,480	46
Sacramento, Cal.	155,171	47
Louisville, Ky.	153,286	48
Middlesex - Somerset - Hunterdon, N.J.	152,996	49
Dayton - Springfield, Ohio	148,066	50
Total Top 50	16,821,886	
Nashville, Tenn.	146,223	51
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	143,447	52
Birmingham, Ala.	141,681	53
Tulsa, Okla.	127,230	54
Rochester, N.Y.	126,802	55
Memphis, Tenn.	126,487	56
Providence - Pawtucket - Woonsocket, R.I.	123,880	57
New Haven - Waterbury - Meriden, Conn.	122,264	58
Richmond - Petersburg, Va.	121,404	59
Greensboro - Winston-Salem - High Point, N.C.	118,559	60
Grand Rapids, Mich.	116,912	61
Monmouth - Ocean, N.J.	114,785	62
Albany - Schenectady - Troy, N.Y.	108,505	63
Flint, Mich.	107,327	64
Kansas City, Kans.	106,163	65
West Palm Beach - Boca Raton - Delray Beach, Fla.	105,338	66
Jacksonville, Fla.	102,825	67
Orlando, Fla.	101,604	68
Las Vegas, Nev.	101,344	69
Knoxville, Tenn.	99,255	70
Austin, Tex.	98,997	71
Toledo, Ohio	97,653	72
Omaha, Neb.	96,977	73
Allentown - Bethlehem, Pa.	96,487	74
Portland, Me.	95,848	75
Springfield, Mass.	90,962	76
Akron, Ohio	90,498	77
Saginaw - Bay City - Midland, Mich.	90,436	78
Gary - Hammond, Ind.	89,388	79
Worcester - Fitchburg - Leominster, Mass.	87,750	80
Scranton - Wilkes-Barre, Pa.	87,393	81
Greenville - Spartanburg, S.C.	85,540	82
Lexington-Fayette, Ky.	84,129	83
Baton Rouge, La.	83,901	84
Harrisburg - Lebanon - Carlisle, Pa.	83,728	85
Little Rock - North Little Rock, Ark.	82,877	86
Youngstown - Warren, Ohio	82,842	87
Raleigh - Durham, N.C.	82,554	88
Syracuse, N.Y.	81,579	89
Wichita, Kans.	79,138	90
New Bedford - Fall River - Attleboro, Mass.	78,032	91
Albuquerque, N.M.	76,705	92
El Paso, Tex.	75,822	93
Lake County, Ill.	75,164	94
Wilmington, Del.	74,962	95
Des Moines, Iowa	72,932	96
Beaumont - Port Arthur, Tex.	71,063	97
Columbia, S.C.	70,751	98
Oxnard - Ventura, Cal.	70,059	99
Aurora - Elgin, Ill.	67,985	100
Total Top 100	21,685,343	
Johnson City - Kingsport - Bristol, Tenn.	67,731	101
Mobile, Ala.	67,638	102
Fresno, Cal.	66,660	103
Lansing - East Lansing, Mich.	66,357	104
Davenport - Rock Island - Moline, Iowa-Ill.	64,741	105
Tacoma, Wash.	63,870	106
Chattanooga, Tenn.	62,627	107
Tucson, Ariz.	61,791	108
Canton, Ohio	61,227	109
McAllen - Edinburg - Mission, Tex.	61,214	110
Peoria, Ill.	60,165	111
Fort Wayne, Ind.	59,274	112
Charleston, W.Va.	58,265	113
Trenton, N.J.	58,052	114
Kalamazoo, Mich.	56,421	115
Jersey City, N.J.	55,301	116
Jackson, Miss.	55,192	117
Manchester - Nashua, N.H.	55,076	118
Spokane, Wash.	54,284	119
Shreveport, La.	54,135	120
Reading, Pa.	52,542	121
Charleston, S.C.	51,930	122
Ann Arbor, Mich.	51,363	123
Rockford, Ill.	50,935	124
Huntington - Ashland, W.Va.-Ky.	50,573	125
Bakersfield, Cal.	50,459	126
Montgomery, Ala.	50,239	127
East St. Louis - Belleville, Ill.	50,131	128
Evansville, Ind.	48,207	129
Anchorage, Alas.	47,016	130
Roanoke, Va.	46,989	131
Amarillo, Tex.	46,338	132
Portsmouth - Dover - Rochester, N.H.	46,294	133
Reno, Nev.	45,829	134
Augusta, Ga.	45,455	135
Eugene - Springfield, Ore.	45,408	136
Madison, Wisc.	45,307	137
Macon - Warner Robins, Ga.	45,124	138
Lancaster, Pa.	44,759	139
Salinas - Seaside - Monterey, Cal.	44,586	140
Stockton, Cal.	43,686	141
Corpus Christi, Tex.	43,645	142
Atlantic City, N.J.	43,261	143
Lubbock, Tex.	42,578	144
South Bend - Mishawaka, Ind.	42,355	145
Modesto, Cal.	42,342	146
Colorado Springs, Colo.	42,102	147
Lafayette, La.	41,746	148
Pensacola, Fla.	41,744	149
Daytona Beach, Fla.	40,661	150
Total Top 150	24,278,868	
Erie, Pa.	40,319	151
Huntsville, Ala.	39,920	152
Springfield, Ill.	39,908	153
Santa Rosa - Petaluma, Cal.	39,060	154
Lakeland - Winter Haven, Fla.	38,816	155
Utica - Rome, N.Y.	38,699	156
York, Pa.	38,422	157
Savannah, Ga.	38,406	158
Santa Barbara - Santa Maria - Lompoc, Cal.	37,242	159
Salem, Ore.	36,985	160
Laredo, Tex.	35,330	161
Binghamton, N.Y.	35,204	162
Orange County, N.Y.	34,914	163
Duluth, Minn.	34,912	164
Brownsville - Harlingen, Tex.	34,527	165
Cedar Rapids, Iowa	34,205	166
Vallejo - Fairfield - Napa, Cal.	34,185	167
St. Cloud, Minn.	34,101	168
Lorain - Elyria, Ohio	33,923	169
Springfield, Mo.	33,521	170
Fayetteville, N.C.	33,046	171
Visalia - Tulare - Porterville, Cal.	33,044	172
Lincoln, Neb.	32,523	173
Appleton - Oshkosh - Neenah, Wisc.	32,517	174
Parkersburg - Marietta, W.Va.-Ohio	32,280	175
Boise, Ida.	31,366	176
Odessa, Tex.	31,339	177
Niagara Falls, N.Y.	31,113	178
Fort Smith, Ark.	31,048	179
Pittsfield, Mass.	31,020	180
Tyler, Tex.	30,720	181
Fargo - Moorhead, N.D.-Minn.	30,494	182
Muskegon, Mich.	30,482	183
Columbus, Ga.	30,409	184
Fort Myers, Fla.	30,392	185
Billings, Mont.	30,118	186
Champaign - Urbana - Rantoul, Ill.	30,008	187
Johnstown, Pa.	29,940	188
Tallahassee, Fla.	29,499	189
Joliet, Ill.	29,350	190
New London - Norwich, Conn.	29,251	191
Provo - Orem, Utah	28,925	192
Poughkeepsie, N.Y.	28,848	193
Longview - Marshall, Tex.	28,164	194
Jackson, Mich.	28,125	195
Terre Haute, Ind.	28,094	196
Sarasota, Fla.	27,932	197
Waterloo - Cedar Falls, Iowa	27,897	198
Beaver County, Pa.	27,895	199
Richland - Kennewick - Pasco, Wash.	27,686	200
Total Top 200	25,914,992	
Waco, Tex.	27,339	201
Green Bay, Wisc.	27,292	202
Melbourne - Titusville - Palm Bay, Fla.	27,075	203
Biloxi - Gulfport, Miss.	26,495	204
Sioux Falls, S.D.	26,490	205
Florence, Ala.	26,470	206
Wheeling, W.Va.	26,340	207
Burlington, Vt.	26,188	208
Alton - Granite City, Ill.	25,775	209
Brazoria, Tex.	25,581	210
Hickory, N.C.	25,449	211
Dothan, Ala.	25,439	212
Lima, Ohio	25,089	213
Boulder - Longmont, Colo.	25,088	214
Santa Cruz, Cal.	24,807	215
Yakima, Wash.	24,765	216
Topeka, Kans.	24,756	217
Galveston - Texas City, Tex.	24,734	218
Decatur, Ill.	24,516	219
Asheville, N.C.	24,219	220
Benton Harbor, Mich.	24,159	221
Anderson, S.C.	23,993	222
Fort Collins - Loveland, Colo.	23,738	223
Houma - Thibodaux, La.	23,600	224
Sharon, Pa.	23,546	225
Altoona, Pa.	23,531	226
Bradenton, Fla.	23,506	227
Elkhart - Goshen, Ind.	23,414	228
Wichita Falls, Tex.	23,371	229
Tuscaloosa, Ala.	23,280	230
Lake Charles, La.	23,245	231
Alexandria, La.	23,228	232
Killeen - Temple, Tex.	22,843	233
Bangor, Me.	22,639	234
Gainesville, Fla.	22,466	235
Monroe, La.	22,415	236
Mansfield, Ohio	22,353	237
Great Falls, Mont.	21,652	238
Bloomington - Normal, Ill.	21,610	239
Vancouver, Wash.	21,492	240
Janesville - Beloit, Wisc.	20,991	241
Rochester, Minn.	20,904	242
Lafayette, Ind.	20,884	243
Sioux City, Iowa	20,709	244
Battle Creek, Mich.	20,686	245
Lynchburg, Va.	20,429	246
Grand Forks, N.D.	20,258	247
Clarksville - Hopkinsville, Tenn.-Ky.	20,243	248
Abilene, Tex.	20,172	249
Pueblo, Colo.	19,981	250
Total Top 250	27,094,237	
Steubenville - Weirton, Ohio-W.Va.	19,954	251
Columbia, Mo.	19,866	252
Bismarck, N.D.	19,817	253
Panama City, Fla.	19,483	254
Eau Claire, Wisc.	19,267	255
Florence, S.C.	19,203	256
Joplin, Mo.	19,132	257
Gadsden, Ala.	18,974	258
Medford, Ore.	18,912	259
State College, Pa.	18,856	260
La Crosse, Wisc.	18,799	261
Anniston, Ala.	18,719	262
Fort Walton Beach, Fla.	18,549	263
Texarkana, Tex.-Ark.	18,418	264
Dubuque, Iowa	18,405	265
Muncie, Ind.	18,153	266
Fayetteville - Springdale, Ark.	18,144	267
Owensboro, Ky.	17,959	268
Bellingham, Wash.	17,694	269
Anderson, Ind.	17,600	270
Hamilton - Middletown, Ohio	17,598	271
Wilmington, N.C.	17,550	272
Hagerstown, Md.	17,477	273
Albany, Ga.	17,403	274
Iowa City, Iowa	17,106	275
Casper, Wyo.	16,930	276
Vineland - Millville - Bridgeton, N.J.	16,484	277
Kokomo, Ind.	16,408	278
San Angelo, Tex.	16,300	279
Charlottesville, Va.	16,250	280
Fort Pierce, Fla.	16,039	281
Redding, Cal.	15,943	282
St. Joseph, Mo.	15,782	283
Racine, Wisc.	15,565	284
Greeley, Colo.	15,464	285
Athens, Ga.	15,432	286
Lawton, Okla.	15,338	287
Bremerton, Wash.	15,142	288
Ocala, Fla.	14,867	289
Lewiston - Auburn, Me.	14,856	290
Midland, Tex.	14,782	291
Bryan - College Station, Tex.	14,730	292
Wausau, Wisc.	14,659	293
Chico, Cal.	14,431	294
Burlington, N.C.	14,422	295
Kankakee, Ill.	14,167	296
Pascagoula, Miss.	14,043	297
Danville, Va.	13,951	298
Pine Bluff, Ark.	13,865	299
Victoria, Tex.	13,815	300
Williamsport, Pa.	13,208	301
Sherman - Denison, Tex.	12,724	302
Elmira, N.Y.	12,586	303
Cumberland, Md.	12,475	304
Bloomington, Ind.	12,460	305
Enid, Okla.	12,338	306
Kenosha, Wisc.	11,917	307
Olympia, Wash.	11,523	308
Glens Falls, N.Y.	11,178	309
Sheboygan, Wisc.	10,284	310
Las Cruces, N.M.	9,424	311
Yuba City, Cal.	9,404	312
Lawrence, Kans.	9,003	313
Jacksonville, N.C.	8,962	314
Total Above Areas	28,894,426	
Percent of U.S.	85.8717	
U.S. Total	33,646,909	

FOOTWEAR SALES

Area	($000)	Rank
New York, N.Y.	672,176	1
Chicago, Ill.	547,437	2
Los Angeles - Long Beach, Cal.	533,152	3
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	526,544	4
Houston, Tex.	350,141	5
Detroit, Mich.	340,329	6
Philadelphia, Pa.	309,584	7
Washington, D.C.	281,827	8
Dallas, Tex.	233,573	9
Nassau - Suffolk, N.Y.	210,737	10
Pittsburgh, Pa.	173,445	11
Atlanta, Ga.	172,925	12
Miami - Hialeah, Fla.	168,056	13
Anaheim - Santa Ana, Cal.	159,220	14
Minneapolis - St. Paul, Minn.	157,385	15
San Francisco, Cal.	154,629	16
Seattle, Wash.	150,384	17
Cleveland, Ohio	143,222	18
Denver, Colo.	139,495	19
Bergen - Passaic, N.J.	139,374	20
St. Louis, Mo.	136,988	21
Baltimore, Md.	135,890	22
San Diego, Cal.	129,570	23
Tampa - St. Petersburg - Clearwater, Fla.	110,170	24
Oakland, Cal.	108,790	25
Phoenix, Ariz.	107,302	26
Newark, N.J.	103,745	27
San Jose, Cal.	102,618	28
Portland, Ore.	100,137	29
Fort Worth - Arlington, Tex.	99,452	30
New Orleans, La.	95,031	31
Cincinnati, Ohio	94,409	32
San Antonio, Tex.	94,272	33
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	90,878	34
Riverside - San Bernardino, Cal.	89,433	35
Milwaukee, Wisc.	88,013	36
Norfolk - Virginia Beach - Newport News, Va.	86,942	37
Columbus, Ohio	83,265	38
Oklahoma City, Okla.	82,288	39
Indianapolis, Ind.	81,336	40
Honolulu, Haw.	80,474	41
Salt Lake City - Ogden, Utah	76,779	42
Sacramento, Cal.	74,510	43
Roanoke, Va.	73,844	44
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	73,803	45
Buffalo, N.Y.	72,378	46
Memphis, Tenn.	71,573	47
Kansas City, Mo.	70,198	48
Louisville, Ky.	69,611	49
Birmingham, Ala.	69,579	50
Total Top 50	**8,316,913**	
Middlesex - Somerset - Hunterdon, N.J.	68,390	51
Tulsa, Okla.	68,333	52
Bridgeport - Stamford - Norwalk - Danbury, Conn.	67,144	53
Nashville, Tenn.	66,901	54
Hartford - New Britain - Middletown - Bristol, Conn.	66,175	55
Richmond - Petersburg, Va.	62,038	56
Greensboro - Winston-Salem - High Point, N.C.	57,452	57
Dayton - Springfield, Ohio	56,854	58
Rochester, N.Y.	53,996	59
Providence - Pawtucket - Woonsocket, R.I.	53,300	60
Austin, Tex.	52,060	61
Jacksonville, Fla.	49,996	62
West Palm Beach - Boca Raton - Delray Beach, Fla.	49,608	63
Albany - Schenectady - Troy, N.Y.	49,368	64
New Haven - Waterbury - Meriden, Conn.	48,433	65
Akron, Ohio	48,421	66
Kansas City, Kans.	48,400	67
Orlando, Fla.	48,113	68
Albuquerque, N.M.	46,655	69
Monmouth - Ocean, N.J.	45,314	70
Little Rock - North Little Rock, Ark.	43,858	71
Las Vegas, Nev.	43,419	72
Grand Rapids, Mich.	42,934	73
Springfield, Mass.	42,707	74
Greenville - Spartanburg, S.C.	41,120	75
Raleigh - Durham, N.C.	40,383	76
Omaha, Neb.	39,855	77
Toledo, Ohio	39,226	78
Gary - Hammond, Ind.	39,152	79
Knoxville, Tenn.	38,800	80
Youngstown - Warren, Ohio	38,648	81
Scranton - Wilkes-Barre, Pa.	37,975	82
Allentown - Bethlehem, Pa.	37,955	83
Harrisburg - Lebanon - Carlisle, Pa.	37,944	84
El Paso, Tex.	37,539	85
Syracuse, N.Y.	37,477	86
Flint, Mich.	35,968	87
Worcester - Fitchburg - Leominster, Mass.	35,775	88
Columbia, S.C.	35,754	89
Beaumont - Port Arthur, Tex.	35,402	90
Baton Rouge, La.	35,267	91
Tucson, Ariz.	35,091	92
Lake County, Ill.	34,806	93
New Bedford - Fall River - Attleboro, Mass.	34,447	94
Wichita, Kans.	34,296	95
Chattanooga, Tenn.	32,719	96
Portsmouth - Dover - Rochester, N.H.	32,645	97
Mobile, Ala.	32,526	98
Lexington-Fayette, Ky.	32,494	99
Wilmington, Del.	31,802	100
Total Top 100	**10,541,848**	
Tacoma, Wash.	31,537	101
Saginaw - Bay City - Midland, Mich.	31,472	102
Oxnard - Ventura, Cal.	31,437	103
Fresno, Cal.	31,054	104
Aurora - Elgin, Ill.	30,079	105
Johnson City - Kingsport - Bristol, Tenn.	29,902	106
Des Moines, Iowa	28,877	107
Jackson, Miss.	28,314	108
Portland, Me.	27,863	109
Shreveport, La.	26,902	110
Spokane, Wash.	26,836	111
Davenport - Rock Island - Moline, Iowa-Ill.	26,230	112
Eugene - Springfield, Ore.	25,811	113
Jersey City, N.J.	25,616	114
Montgomery, Ala.	24,593	115
Corpus Christi, Tex.	24,475	116
Bakersfield, Cal.	24,407	117
Charleston, S.C.	24,405	118
Lansing - East Lansing, Mich.	24,321	119
Reno, Nev.	24,248	120
Trenton, N.J.	24,064	121
McAllen - Edinburg - Mission, Tex.	24,047	122
Reading, Pa.	23,997	123
Charleston, W.Va.	23,797	124
Fort Wayne, Ind.	23,631	125
Canton, Ohio	23,487	126
Huntington - Ashland, W.Va.-Ky.	23,360	127
Anchorage, Alas.	23,204	128
York, Pa.	22,736	129
Peoria, Ill.	22,591	130
East St. Louis - Belleville, Ill.	22,098	131
Amarillo, Tex.	21,981	132
Evansville, Ind.	21,853	133
Ann Arbor, Mich.	21,828	134
Lubbock, Tex.	21,800	135
Salinas - Seaside - Monterey, Cal.	21,738	136
Lancaster, Pa.	21,659	137
Stockton, Cal.	21,160	138
Kalamazoo, Mich.	20,895	139
Augusta, Ga.	20,712	140
Fort Smith, Ark.	20,454	141
Manchester - Nashua, N.H.	20,093	142
Madison, Wisc.	20,000	143
Santa Barbara - Santa Maria - Lompoc, Cal.	19,734	144
Lafayette, La.	19,709	145
Modesto, Cal.	19,107	146
Colorado Springs, Colo.	18,863	147
Lakeland - Winter Haven, Fla.	18,773	148
Erie, Pa.	18,565	149
Rockford, Ill.	18,279	150
Total Top 150	**11,734,442**	
Pensacola, Fla.	17,443	151
Santa Rosa - Petaluma, Cal.	17,271	152
Macon - Warner Robins, Ga.	17,247	153
Longview - Marshall, Tex.	17,134	154
Daytona Beach, Fla.	16,933	155
Utica - Rome, N.Y.	16,874	156
Atlantic City, N.J.	16,793	157
Savannah, Ga.	16,653	158
Waco, Tex.	16,530	159
Huntsville, Ala.	16,421	160
Binghamton, N.Y.	16,407	161
Springfield, Mo.	15,977	162
Orange County, N.Y.	15,901	163
South Bend - Mishawaka, Ind.	15,811	164
Salem, Ore.	15,652	165
Visalia - Tulare - Porterville, Cal.	15,318	166
Vallejo - Fairfield - Napa, Cal.	15,142	167
Tyler, Tex.	15,100	168
Odessa, Tex.	14,854	169
Asheville, N.C.	14,770	170
Parkersburg - Marietta, W.Va.-Ohio	14,749	171
Lincoln, Neb.	14,744	172
Tallahassee, Fla.	14,444	173
Springfield, Ill.	14,409	174
Johnstown, Pa.	14,354	175
Boulder - Longmont, Colo.	14,019	176
Columbus, Ga.	13,716	177
Provo - Orem, Utah	13,712	178
Sarasota, Fla.	13,688	179
Hickory, N.C.	13,678	180
Billings, Mont.	13,675	181
Niagara Falls, N.Y.	13,521	182
Boise, Ida.	13,513	183
Appleton - Oshkosh - Neenah, Wisc.	13,426	184
Duluth, Minn.	13,415	185
Alexandria, La.	13,325	186
Biloxi - Gulfport, Miss.	13,287	187
Lynchburg, Va.	13,287	187
Fayetteville, N.C.	13,236	189
Burlington, Vt.	13,164	190
Lorain - Elyria, Ohio	13,048	191
Brownsville - Harlingen, Tex.	13,036	192
Beaver County, Pa.	12,969	193
Wheeling, W.Va.	12,928	194
Joliet, Ill.	12,643	195
Poughkeepsie, N.Y.	12,560	196
Champaign - Urbana - Rantoul, Ill.	12,432	197
Houma - Thibodaux, La.	12,410	198
Melbourne - Titusville - Palm Bay, Fla.	12,335	199
Fort Myers, Fla.	12,332	200
Total Top 200	**12,460,728**	
Brazoria, Tex.	12,231	201
Yakima, Wash.	12,046	202
Pittsfield, Mass.	12,032	203
Wichita Falls, Tex.	11,915	204
Cedar Rapids, Iowa	11,839	205
Fayetteville - Springdale, Ark.	11,768	206
Alton - Granite City, Ill.	11,757	207
Bradenton, Fla.	11,738	208
Sioux Falls, S.D.	11,503	209
Galveston - Texas City, Tex.	11,464	210
Vancouver, Wash.	11,331	211
Santa Cruz, Cal.	11,270	212
Killeen - Temple, Tex.	11,020	213
Muskegon, Mich.	10,979	214
Fargo - Moorhead, N.D.-Minn.	10,900	215
Waterloo - Cedar Falls, Iowa	10,897	216
Lake Charles, La.	10,867	217
Richland - Kennewick - Pasco, Wash.	10,856	218
Joplin, Mo.	10,834	219
Monroe, La.	10,771	220
Green Bay, Wisc.	10,659	221
Tuscaloosa, Ala.	10,628	222
Mansfield, Ohio	10,538	223
Gainesville, Fla.	10,536	224
Lima, Ohio	10,483	225
New London - Norwich, Conn.	10,448	226
Texarkana, Tex.-Ark.	10,405	227
Sharon, Pa.	10,301	228
Topeka, Kans.	10,236	229
Laredo, Tex.	10,077	230
Medford, Ore.	10,065	231
Terre Haute, Ind.	9,977	232
Florence, Ala.	9,945	233
Great Falls, Mont.	9,865	234
Fort Collins - Loveland, Colo.	9,825	235
Bryan - College Station, Tex.	9,670	236
Rochester, Minn.	9,636	237
Albany, Ga.	9,605	238
Midland, Tex.	9,585	239
Elkhart - Goshen, Ind.	9,546	240
Altoona, Pa.	9,541	241
Bangor, Me.	9,367	242
Anderson, S.C.	9,330	243
Florence, S.C.	9,302	244
Gadsden, Ala.	9,249	245
Abilene, Tex.	9,209	246
Wilmington, N.C.	9,165	247
San Angelo, Tex.	9,096	248
Panama City, Fla.	9,035	249
Anniston, Ala.	9,004	250
Total Top 250	**12,983,074**	
Steubenville - Weirton, Ohio-W.Va.	8,959	251
Pueblo, Colo.	8,808	252
Lafayette, Ind.	8,724	253
Sioux City, Iowa	8,667	254
Clarksville - Hopkinsville, Tenn.-Ky.	8,664	255
State College, Pa.	8,640	256
Bloomington - Normal, Ill.	8,628	257
Janesville - Beloit, Wisc.	8,501	258
Charlottesville, Va.	8,485	259
Grand Forks, N.D.	8,428	260
Jackson, Mich.	8,401	261
Benton Harbor, Mich.	8,309	262
Dothan, Ala.	8,285	263
St. Cloud, Minn.	8,205	264
Columbia, Mo.	8,193	265
Redding, Cal.	7,978	266
Muncie, Ind.	7,976	267
Decatur, Ill.	7,967	268
Owensboro, Ky.	7,952	269
Eau Claire, Wisc.	7,876	270
Hagerstown, Md.	7,849	271
Sherman - Denison, Tex.	7,784	272
Williamsport, Pa.	7,705	273
Athens, Ga.	7,557	274
Kokomo, Ind.	7,548	275
Fort Walton Beach, Fla.	7,460	276
Hamilton - Middletown, Ohio	7,449	277
Fort Pierce, Fla.	7,430	278
Battle Creek, Mich.	7,345	279
Enid, Okla.	7,336	280
Lawton, Okla.	7,090	281
Victoria, Tex.	7,077	282
Anderson, Ind.	6,966	283
Chico, Cal.	6,959	284
Dubuque, Iowa	6,892	285
Burlington, N.C.	6,839	286
Bismarck, N.D.	6,819	287
St. Joseph, Mo.	6,772	288
Bellingham, Wash.	6,741	289
Casper, Wyo.	6,544	290
Iowa City, Iowa	6,461	291
Lewiston - Auburn, Me.	6,439	292
Greeley, Colo.	6,227	293
Vineland - Millville - Bridgeton, N.J.	6,029	294
Cumberland, Md.	5,909	295
Wausau, Wisc.	5,878	296
Danville, Va.	5,798	297
Racine, Wisc.	5,784	298
Elmira, N.Y.	5,644	299
La Crosse, Wisc.	5,604	300
Bremerton, Wash.	5,533	301
Ocala, Fla.	5,457	302
Pine Bluff, Ark.	5,360	303
Pascagoula, Miss.	5,353	304
Kankakee, Ill.	5,267	305
Glens Falls, N.Y.	5,111	306
Bloomington, Ind.	4,932	307
Yuba City, Cal.	4,868	308
Jacksonville, N.C.	4,717	309
Las Cruces, N.M.	4,465	310
Olympia, Wash.	4,421	311
Kenosha, Wisc.	4,307	312
Lawrence, Kans.	4,185	313
Sheboygan, Wisc.	4,047	314
Total Above Areas	**13,422,678**	
Percent of U.S.	**84.3320**	
U.S. Total	**15,916,463**	

S&MM METRO MARKET RANKING

MAJOR HOUSEHOLD APPLIANCE SALES

Area	($000)	Rank
Los Angeles - Long Beach, Cal.	446,179	1
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	339,223	2
Chicago, Ill.	325,715	3
New York, N.Y.	272,785	4
Detroit, Mich.	253,62	5
Houston, Tex.	247,306	6
Philadelphia, Pa.	244,308	7
Washington, D.C.	178,997	8
Dallas, Tex.	172,488	9
Anaheim - Santa Ana, Cal.	149,659	10
Nassau - Suffolk, N.Y.	147,393	11
Minneapolis - St. Paul, Minn.	130,758	12
San Diego, Cal.	127,491	13
Atlanta, Ga.	124,022	14
Pittsburgh, Pa.	122,501	15
Miami - Hialeah, Fla.	117,781	16
Seattle, Wash.	116,388	17
Baltimore, Md.	112,492	18
St. Louis, Mo.	109,430	19
Denver, Colo.	108,881	20
Tampa - St. Petersburg - Clearwater, Fla.	107,842	21
Portland, Ore.	98,889	22
Phoenix, Ariz.	94,446	23
Riverside - San Bernardino, Cal.	93,284	24
Cleveland, Ohio	92,387	25
San Jose, Cal.	90,699	26
San Francisco, Cal.	86,118	27
Oakland, Cal.	85,943	28
Newark, N.J.	85,150	29
Cincinnati, Ohio	82,002	30
Milwaukee, Wisc.	80,363	31
Fort Worth - Arlington, Tex.	77,028	32
Bergen - Passaic, N.J.	75,867	33
New Orleans, La.	75,834	34
Sacramento, Cal.	74,292	35
Norfolk - Virginia Beach - Newport News, Va.	73,703	36
San Antonio, Tex.	70,202	37
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	69,370	38
Columbus, Ohio	68,673	39
Salt Lake City - Ogden, Utah	67,500	40
Dayton - Springfield, Ohio	66,193	41
Buffalo, N.Y.	65,798	42
Louisville, Ky.	64,055	43
Indianapolis, Ind.	61,382	44
Bridgeport - Stamford - Norwalk - Danbury, Conn.	61,326	45
Oklahoma City, Okla.	61,253	46
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	60,872	47
Greensboro - Winston-Salem - High Point, N.C.	59,971	48
Birmingham, Ala.	58,512	49
Nashville, Tenn.	56,742	50
Total Top 50	6,123,315	
Kansas City, Mo.	55,847	51
Tulsa, Okla.	55,251	52
Richmond - Petersburg, Va.	52,725	53
Rochester, N.Y.	51,771	54
Memphis, Tenn.	51,154	55
Middlesex - Somerset - Hunterdon, N.J.	49,618	56
Austin, Tex.	47,464	57
New Haven - Waterbury - Meriden, Conn.	47,445	58
Orlando, Fla.	45,852	59
Las Vegas, Nev.	45,418	60
Flint, Mich.	43,893	61
Albany - Schenectady - Troy, N.Y.	43,878	62
Jacksonville, Fla.	43,573	63
Monmouth - Ocean, N.J.	43,462	64
Knoxville, Tenn.	43,202	65
Allentown - Bethlehem, Pa.	43,031	66
Omaha, Neb.	42,442	67
Hartford - New Britain - Middletown - Bristol, Conn.	41,219	68
Kansas City, Kans.	41,043	69
Beaumont - Port Arthur, Tex.	39,554	70
West Palm Beach - Boca Raton - Delray Beach, Fla.	39,244	71
Providence - Pawtucket - Woonsocket, R.I.	39,180	72
Baton Rouge, La.	39,132	73
Grand Rapids, Mich.	38,728	74
Wichita, Kans.	38,531	75
Greenville - Spartanburg, S.C.	37,780	76
Gary - Hammond, Ind.	37,594	77
Johnson City - Kingsport - Bristol, Tenn.	36,262	78
Toledo, Ohio	36,075	79
Little Rock - North Little Rock, Ark.	35,759	80
Harrisburg - Lebanon - Carlisle, Pa.	34,614	81
Raleigh - Durham, N.C.	34,401	82
El Paso, Tex.	33,090	83
Akron, Ohio	33,053	84
Honolulu, Haw.	33,051	85
Wilmington, Del.	32,712	86
Oxnard - Ventura, Cal.	32,241	87
New Bedford - Fall River - Attleboro, Mass.	32,088	88
Mobile, Ala.	31,956	89
Worcester - Fitchburg - Leominster, Mass.	31,575	90
Saginaw - Bay City - Midland, Mich.	31,554	91
Syracuse, N.Y.	31,509	92
Tucson, Ariz.	30,714	93
Youngstown - Warren, Ohio	30,633	94
Des Moines, Iowa	30,445	95
Fresno, Cal.	28,869	96
Lancaster, Pa.	28,587	97
Lexington-Fayette, Ky.	28,324	98
Scranton - Wilkes-Barre, Pa.	27,739	99
Davenport - Rock Island - Moline, Iowa-Ill.	27,595	100
Total Top 100	8,054,192	
Portsmouth - Dover - Rochester, N.H.	27,524	101
Albuquerque, N.M.	27,230	102
Charleston, W.Va.	26,906	103
Columbia, S.C.	26,894	104
Springfield, Mass.	26,690	105
Lake County, Ill.	26,572	106
Bakersfield, Cal.	26,527	107
Charleston, S.C.	26,445	108
Peoria, Ill.	26,202	109
Amarillo, Tex.	25,879	110
Canton, Ohio	25,842	111
Chattanooga, Tenn.	25,732	112
Sarasota, Fla.	25,657	113
Colorado Springs, Colo.	25,241	114
Tacoma, Wash.	25,213	115
Fort Wayne, Ind.	24,756	116
Fort Myers, Fla.	24,606	117
Huntington - Ashland, W.Va.-Ky.	24,438	118
Corpus Christi, Tex.	24,071	119
Evansville, Ind.	23,990	120
Shreveport, La.	23,943	121
Lansing - East Lansing, Mich.	23,562	122
Erie, Pa.	23,414	123
Santa Barbara - Santa Maria - Lompoc, Cal.	23,276	124
Aurora - Elgin, Ill.	23,250	125
Spokane, Wash.	23,106	126
Madison, Wisc.	22,787	127
Salem, Ore.	22,462	128
Reno, Nev.	22,297	129
Atlantic City, N.J.	22,279	130
Lakeland - Winter Haven, Fla.	22,188	131
Eugene - Springfield, Ore.	21,747	132
Melbourne - Titusville - Palm Bay, Fla.	21,641	133
York, Pa.	21,360	134
Modesto, Cal.	21,300	135
Rockford, Ill.	21,109	136
McAllen - Edinburg - Mission, Tex.	21,090	137
Jersey City, N.J.	21,054	138
Lafayette, La.	20,952	139
Pensacola, Fla.	20,897	140
Jackson, Miss.	20,364	141
Vallejo - Fairfield - Napa, Cal.	19,822	142
Stockton, Cal.	19,760	143
Augusta, Ga.	19,683	144
Daytona Beach, Fla.	19,645	145
Utica - Rome, N.Y.	19,260	146
Houma - Thibodaux, La.	18,915	147
Anchorage, Alas.	18,758	148
Santa Rosa - Petaluma, Cal.	18,758	148
Longview - Marshall, Tex.	18,395	150
Total Top 150	9,307,681	
Kalamazoo, Mich.	18,332	151
Springfield, Ill.	18,306	152
Manchester - Nashua, N.H.	18,181	153
Visalia - Tulare - Porterville, Cal.	18,011	154
Laredo, Tex.	17,849	155
Salinas - Seaside - Monterey, Cal.	17,476	156
Appleton - Oshkosh - Neenah, Wisc.	17,278	157
Trenton, N.J.	17,189	158
East St. Louis - Belleville, Ill.	17,049	159
Johnstown, Pa.	16,985	160
Boise, Ida.	16,863	161
Montgomery, Ala.	16,736	162
Fayetteville, N.C.	16,695	163
Benton Harbor, Mich.	16,669	164
Savannah, Ga.	16,633	165
Gainesville, Fla.	16,564	166
Binghamton, N.Y.	16,561	167
Duluth, Minn.	16,507	168
Springfield, Mo.	16,460	169
Macon - Warner Robins, Ga.	16,334	170
St. Cloud, Minn.	16,314	171
Billings, Mont.	16,312	172
Huntsville, Ala.	16,252	173
Brownsville - Harlingen, Tex.	16,113	174
Roanoke, Va.	16,034	175
Lubbock, Tex.	15,962	176
Orange County, N.Y.	15,656	177
Wichita Falls, Tex.	15,537	178
New London - Norwich, Conn.	15,496	179
Ann Arbor, Mich.	15,432	180
Bradenton, Fla.	15,293	181
Fort Smith, Ark.	15,061	182
Fort Collins - Loveland, Colo.	14,939	183
Waco, Tex.	14,933	184
Tyler, Tex.	14,853	185
Odessa, Tex.	14,583	186
South Bend - Mishawaka, Ind.	14,495	187
Lake Charles, La.	14,265	188
Terre Haute, Ind.	14,245	189
Green Bay, Wisc.	14,236	190
Reading, Pa.	14,222	191
Galveston - Texas City, Tex.	14,122	192
Waterloo - Cedar Falls, Iowa	14,038	193
Panama City, Fla.	13,956	194
Santa Cruz, Cal.	13,641	195
Provo - Orem, Utah	13,626	196
Lima, Ohio	13,618	197
Cedar Rapids, Iowa	13,590	198
Killeen - Temple, Tex.	13,589	199
Monroe, La.	13,472	200
Total Top 200	9,994,244	
Asheville, N.C.	13,356	201
Tallahassee, Fla.	13,212	202
Lorain - Elyria, Ohio	13,141	203
Topeka, Kans.	13,116	204
Hickory, N.C.	13,074	205
Abilene, Tex.	12,946	206
Joliet, Ill.	12,875	207
Parkersburg - Marietta, W.Va.-Ohio	12,721	208
Biloxi - Gulfport, Miss.	12,694	209
Columbus, Ga.	12,687	210
Owensboro, Ky.	12,625	211
Niagara Falls, N.Y.	12,586	212
Fort Pierce, Fla.	12,530	213
Portland, Me.	12,474	214
Clarksville - Hopkinsville, Tenn.-Ky.	12,417	215
Champaign - Urbana - Rantoul, Ill.	12,362	216
Boulder - Longmont, Colo.	12,301	217
Joplin, Mo.	12,224	218
Bangor, Me.	12,092	219
Sioux Falls, S.D.	12,059	220
Richland - Kennewick - Pasco, Wash.	12,039	221
Decatur, Ill.	11,984	222
Medford, Ore.	11,983	223
Alton - Granite City, Ill.	11,927	224
Dubuque, Iowa	11,855	225
Dothan, Ala.	11,744	226
Altoona, Pa.	11,743	227
Lynchburg, Va.	11,544	228
Florence, Ala.	11,496	229
Yakima, Wash.	11,391	230
Wheeling, W.Va.	11,353	231
Fargo - Moorhead, N.D.-Minn.	11,273	232
Poughkeepsie, N.Y.	11,254	233
Great Falls, Mont.	11,086	234
Fort Walton Beach, Fla.	11,043	235
Fayetteville - Springdale, Ark.	10,904	236
Muskegon, Mich.	10,901	237
Janesville - Beloit, Wisc.	10,751	238
Lafayette, Ind.	10,743	239
Battle Creek, Mich.	10,649	240
Elkhart - Goshen, Ind.	10,631	241
Anderson, S.C.	10,556	242
Alexandria, La.	10,536	243
Eau Claire, Wisc.	10,497	244
Rochester, Minn.	10,384	245
Greeley, Colo.	10,327	246
San Angelo, Tex.	10,262	247
Chico, Cal.	10,167	248
La Crosse, Wisc.	10,110	249
Casper, Wyo.	10,047	250
Total Top 250	10,578,916	
Lincoln, Neb.	9,960	251
Burlington, Vt.	9,919	252
Victoria, Tex.	9,742	253
Beaver County, Pa.	9,624	254
Anniston, Ala.	9,470	255
Redding, Cal.	9,469	256
Bellingham, Wash.	9,395	257
Tuscaloosa, Ala.	9,361	258
Jackson, Mich.	9,147	259
Racine, Wisc.	9,098	260
Anderson, Ind.	9,074	261
Pittsfield, Mass.	9,043	262
Sioux City, Iowa	9,041	263
Gadsden, Ala.	9,030	264
Olympia, Wash.	8,947	265
Wilmington, N.C.	8,779	266
Bismarck, N.D.	8,718	267
Lawton, Okla.	8,679	268
Hagerstown, Md.	8,656	269
Hamilton - Middletown, Ohio	8,614	270
Bremerton, Wash.	8,589	271
Columbia, Mo.	8,582	272
Ocala, Fla.	8,528	273
Kokomo, Ind.	8,516	274
Charlottesville, Va.	8,494	275
St. Joseph, Mo.	8,411	276
Athens, Ga.	8,408	277
Steubenville - Weirton, Ohio-W.Va.	8,268	278
Iowa City, Iowa	8,153	279
Bryan - College Station, Tex.	8,149	280
Bloomington - Normal, Ill.	8,080	281
Vineland - Millville - Bridgeton, N.J.	8,079	282
Midland, Tex.	7,921	283
Albany, Ga.	7,906	284
Florence, S.C.	7,825	285
Sharon, Pa.	7,800	286
Texarkana, Tex.-Ark.	7,692	287
Pueblo, Colo.	7,675	288
Pascagoula, Miss.	7,471	289
State College, Pa.	7,283	290
Williamsport, Pa.	7,275	291
Vancouver, Wash.	7,265	292
Kenosha, Wisc.	7,214	293
Enid, Okla.	7,129	294
Sherman - Denison, Tex.	7,088	295
Jacksonville, N.C.	6,759	296
Wausau, Wisc.	6,746	297
Kankakee, Ill.	6,718	298
Danville, Va.	6,619	299
Bloomington, Ind.	6,539	300
Muncie, Ind.	6,536	301
Las Cruces, N.M.	6,508	302
Brazoria, Tex.	6,385	303
Cumberland, Md.	6,367	304
Pine Bluff, Ark.	6,328	305
Burlington, N.C.	6,269	306
Mansfield, Ohio	6,090	307
Lewiston - Auburn, Me.	6,028	308
Sheboygan, Wisc.	5,838	309
Glens Falls, N.Y.	5,805	310
Grand Forks, N.D.	5,798	311
Elmira, N.Y.	5,604	312
Yuba City, Cal.	5,557	313
Lawrence, Kans.	4,501	314
Total Above Areas	11,077,483	
Percent of U.S.	79.0139	
U.S. Total	14,019,312	

S&MM METRO MARKET RANKING

FURNITURE & SLEEP EQUIPMENT SALES

Area	($000)	Rank
Los Angeles - Long Beach, Cal.	776,728	1
New York, N.Y.	727,849	2
Chicago, Ill.	672,001	3
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	456,356	4
Detroit, Mich.	420,685	5
Philadelphia, Pa.	418,434	6
Houston, Tex.	404,331	7
Washington, D.C.	399,873	8
Anaheim - Santa Ana, Cal.	301,972	9
Dallas, Tex.	298,675	10
Miami - Hialeah, Fla.	296,060	11
Nassau - Suffolk, N.Y.	294,880	12
Minneapolis - St. Paul, Minn.	249,902	13
San Diego, Cal.	227,582	14
Pittsburgh, Pa.	224,541	15
Phoenix, Ariz.	209,095	16
Atlanta, Ga.	203,177	17
Baltimore, Md.	196,665	18
Denver, Colo.	195,586	19
Seattle, Wash.	195,385	20
Newark, N.J.	193,730	21
San Francisco, Cal.	191,940	22
Bergen - Passaic, N.J.	188,046	23
Cleveland, Ohio	183,874	24
Oakland, Cal.	181,495	25
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	175,036	26
San Jose, Cal.	171,123	27
Tampa - St. Petersburg - Clearwater, Fla.	169,512	28
St. Louis, Mo.	167,626	29
New Orleans, La.	136,850	30
Portland, Ore.	131,167	31
Riverside - San Bernardino, Cal.	129,148	32
Milwaukee, Wisc.	128,666	33
Cincinnati, Ohio	127,894	34
Norfolk - Virginia Beach - Newport News, Va.	126,557	35
San Antonio, Tex.	121,199	36
Salt Lake City - Ogden, Utah	119,173	37
Greensboro - Winston-Salem - High Point, N.C.	116,579	38
Oklahoma City, Okla.	113,107	39
Fort Worth - Arlington, Tex.	112,282	40
Indianapolis, Ind.	111,305	41
Sacramento, Cal.	110,825	42
Tulsa, Okla.	105,291	43
West Palm Beach - Boca Raton - Delray Beach, Fla.	105,032	44
Louisville, Ky.	103,330	45
Birmingham, Ala.	100,868	46
Nashville, Tenn.	100,811	47
Buffalo, N.Y.	96,682	48
Columbus, Ohio	96,633	49
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	95,232	50
Total Top 50	11,180,790	
Middlesex - Somerset - Hunterdon, N.J.	92,058	51
Dayton - Springfield, Ohio	91,951	52
Memphis, Tenn.	91,839	53
Rochester, N.Y.	90,428	54
Hartford - New Britain - Middletown - Bristol, Conn.	88,628	55
Bridgeport - Stamford - Norwalk - Danbury, Conn.	86,793	56
Monmouth - Ocean, N.J.	86,344	57
Richmond - Petersburg, Va.	86,157	58
Kansas City, Kans.	81,226	59
Orlando, Fla.	80,985	60
Jacksonville, Fla.	80,690	61
Omaha, Neb.	80,067	62
Worcester - Fitchburg - Leominster, Mass.	74,204	63
Kansas City, Mo.	71,720	64
New Haven - Waterbury - Meriden, Conn.	71,574	65
El Paso, Tex.	68,129	66
Grand Rapids, Mich.	68,106	67
Sarasota, Fla.	65,485	68
Allentown - Bethlehem, Pa.	61,790	69
Tucson, Ariz.	59,731	70
Albany - Schenectady - Troy, N.Y.	59,489	71
Knoxville, Tenn.	58,191	72
Las Vegas, Nev.	58,178	73
New Bedford - Fall River - Attleboro, Mass.	57,681	74
Austin, Tex.	57,677	75
Wilmington, Del.	57,543	76
Albuquerque, N.M.	57,349	77
Providence - Pawtucket - Woonsocket, R.I.	56,354	78
Colorado Springs, Colo.	56,307	79
Syracuse, N.Y.	55,516	80
Baton Rouge, La.	54,049	81
Youngstown - Warren, Ohio	53,861	82
Scranton - Wilkes-Barre, Pa.	51,578	83
Fresno, Cal.	50,085	84
Gary - Hammond, Ind.	49,914	85
Raleigh - Durham, N.C.	49,167	86
Akron, Ohio	48,696	87
Toledo, Ohio	48,617	88
Oxnard - Ventura, Cal.	48,580	89
Little Rock - North Little Rock, Ark.	48,077	90
Mobile, Ala.	47,934	91
Wichita, Kans.	46,911	92
Reno, Nev.	46,874	93
Honolulu, Haw.	45,730	94
Flint, Mich.	45,716	95
Greenville - Spartanburg, S.C.	45,371	96
Davenport - Rock Island - Moline, Iowa-Ill.	44,474	97
Harrisburg - Lebanon - Carlisle, Pa.	44,385	98
Beaumont - Port Arthur, Tex.	44,336	99
Columbia, S.C.	44,332	100
Total Top 100	14,291,667	
Lake County, Ill.	43,245	101
Fort Myers, Fla.	42,979	102
Jackson, Miss.	41,512	103
Des Moines, Iowa	41,145	104
Benton Harbor, Mich.	40,881	105
Melbourne - Titusville - Palm Bay, Fla.	40,130	106
Lancaster, Pa.	39,775	107
Tacoma, Wash.	38,858	108
Springfield, Mass.	38,815	109
Lexington-Fayette, Ky.	38,320	110
Peoria, Ill.	37,771	111
Chattanooga, Tenn.	37,300	112
Shreveport, La.	37,246	113
Bakersfield, Cal.	37,015	114
Manchester - Nashua, N.H.	36,699	115
Saginaw - Bay City - Midland, Mich.	36,011	116
Amarillo, Tex.	35,874	117
Aurora - Elgin, Ill.	35,385	118
Salinas - Seaside - Monterey, Cal.	35,237	119
Madison, Wisc.	35,193	120
Lansing - East Lansing, Mich.	34,870	121
Charleston, S.C.	34,766	122
Savannah, Ga.	34,349	123
Fort Wayne, Ind.	33,923	124
Lubbock, Tex.	33,654	125
Johnson City - Kingsport - Bristol, Tenn.	33,387	126
Santa Barbara - Santa Maria - Lompoc, Cal.	33,143	127
Corpus Christi, Tex.	32,992	128
Portsmouth - Dover - Rochester, N.H.	32,792	129
Huntington - Ashland, W.Va.-Ky.	32,775	130
Trenton, N.J.	31,956	131
Augusta, Ga.	31,522	132
Jersey City, N.J.	30,918	133
Evansville, Ind.	30,691	134
Montgomery, Ala.	30,344	135
Spokane, Wash.	30,223	136
Canton, Ohio	30,175	137
Rockford, Ill.	29,840	138
Modesto, Cal.	29,574	139
Charleston, W.Va.	29,084	140
Santa Rosa - Petaluma, Cal.	28,844	141
Pensacola, Fla.	28,333	142
Lafayette, La.	28,139	143
McAllen - Edinburg - Mission, Tex.	28,113	144
Houma - Thibodaux, La.	27,433	145
Anchorage, Alas.	26,911	146
Eugene - Springfield, Ore.	26,804	147
Binghamton, N.Y.	26,728	148
Daytona Beach, Fla.	26,669	149
Ann Arbor, Mich.	26,523	150
Total Top 150	15,976,533	
Stockton, Cal.	26,308	151
Atlantic City, N.J.	26,038	152
Fayetteville, N.C.	25,987	153
Tyler, Tex.	25,815	154
Kalamazoo, Mich.	25,651	155
York, Pa.	25,630	156
Lorain - Elyria, Ohio	25,424	157
Roanoke, Va.	25,144	158
Lakeland - Winter Haven, Fla.	24,830	159
Columbus, Ga.	24,528	160
Vallejo - Fairfield - Napa, Cal.	24,194	161
Brownsville - Harlingen, Tex.	24,083	162
Longview - Marshall, Tex.	23,710	163
South Bend - Mishawaka, Ind.	23,309	164
Gainesville, Fla.	23,009	165
Johnstown, Pa.	22,895	166
New London - Norwich, Conn.	22,741	167
East St. Louis - Belleville, Ill.	22,002	168
Portland, Me.	21,920	169
Macon - Warner Robins, Ga.	21,731	170
Utica - Rome, N.Y.	21,548	171
Waco, Tex.	21,391	172
Lake Charles, La.	21,348	173
Boise, Ida.	21,210	174
Appleton - Oshkosh - Neenah, Wisc.	21,030	175
Erie, Pa.	20,929	176
Odessa, Tex.	20,618	177
Salem, Ore.	20,274	178
Springfield, Ill.	20,216	179
Green Bay, Wisc.	20,127	180
Billings, Mont.	20,087	181
Huntsville, Ala.	20,053	182
Duluth, Minn.	18,637	183
Poughkeepsie, N.Y.	18,607	184
Orange County, N.Y.	18,471	185
Springfield, Mo.	18,114	186
Wichita Falls, Tex.	18,017	187
Fargo - Moorhead, N.D.-Minn.	17,962	188
Altoona, Pa.	17,888	189
Tallahassee, Fla.	17,787	190
Boulder - Longmont, Colo.	17,759	191
Hickory, N.C.	17,401	192
Richland - Kennewick - Pasco, Wash.	17,317	193
Fort Pierce, Fla.	17,309	194
Cedar Rapids, Iowa	17,292	195
Joliet, Ill.	17,132	196
Bangor, Me.	16,967	197
Killeen - Temple, Tex.	16,853	198
Midland, Tex.	16,819	199
Beaver County, Pa.	16,699	200
Total Top 200	17,027,344	
Reading, Pa.	16,583	201
Waterloo - Cedar Falls, Iowa	16,492	202
Alton - Granite City, Ill.	16,366	203
Visalia - Tulare - Porterville, Cal.	16,284	204
Provo - Orem, Utah	16,117	205
Wilmington, N.C.	15,700	206
Monroe, La.	15,607	207
Niagara Falls, N.Y.	15,537	208
Panama City, Fla.	15,449	209
Tuscaloosa, Ala.	15,330	210
Wheeling, W.Va.	15,134	211
Albany, Ga.	14,978	212
Racine, Wisc.	14,839	213
Jacksonville, N.C.	14,789	214
San Angelo, Tex.	14,543	215
Topeka, Kans.	14,481	216
Clarksville - Hopkinsville, Tenn.-Ky.	14,384	217
Fort Smith, Ark.	14,372	218
Parkersburg - Marietta, W.Va.-Ohio	14,229	219
Bradenton, Fla.	14,208	220
Fort Collins - Loveland, Colo.	14,037	221
Lynchburg, Va.	13,994	222
Santa Cruz, Cal.	13,882	223
Hamilton - Middletown, Ohio	13,848	224
Sioux Falls, S.D.	13,676	225
Abilene, Tex.	13,485	226
Great Falls, Mont.	13,417	227
Lafayette, Ind.	13,178	228
Anderson, S.C.	12,858	229
Fort Walton Beach, Fla.	12,739	230
Lima, Ohio	12,678	231
Florence, Ala.	12,613	232
Biloxi - Gulfport, Miss.	12,474	233
Champaign - Urbana - Rantoul, Ill.	12,435	234
Lincoln, Neb.	12,278	235
Terre Haute, Ind.	11,902	236
Galveston - Texas City, Tex.	11,690	237
Decatur, Ill.	11,535	238
Lawton, Okla.	11,458	239
Sioux City, Iowa	11,446	240
Elkhart - Goshen, Ind.	11,400	241
Casper, Wyo.	11,319	242
Brazoria, Tex.	11,278	243
Medford, Ore.	11,203	244
Yakima, Wash.	11,123	245
Mansfield, Ohio	10,874	246
Joplin, Mo.	10,829	247
Muskegon, Mich.	10,751	248
Pueblo, Colo.	10,689	249
Asheville, N.C.	10,584	250
Total Top 250	17,698,439	
Vineland - Millville - Bridgeton, N.J.	10,549	251
Greeley, Colo.	10,497	252
Burlington, Vt.	10,495	253
Gadsden, Ala.	10,372	254
Fayetteville - Springdale, Ark.	10,313	255
Rochester, Minn.	10,254	256
Dubuque, Iowa	10,216	257
Steubenville - Weirton, Ohio-W.Va.	10,198	258
St. Cloud, Minn.	10,114	259
Victoria, Tex.	10,005	260
Texarkana, Tex.-Ark.	9,800	261
Muncie, Ind.	9,707	262
Dothan, Ala.	9,624	263
Hagerstown, Md.	9,574	264
Wausau, Wisc.	9,535	265
St. Joseph, Mo.	9,440	266
Eau Claire, Wisc.	9,366	267
Burlington, N.C.	9,356	268
Jackson, Mich.	9,270	269
Chico, Cal.	9,265	270
Ocala, Fla.	9,249	271
Vancouver, Wash.	9,219	272
State College, Pa.	9,213	273
Janesville - Beloit, Wisc.	9,164	274
Florence, S.C.	9,072	275
Redding, Cal.	9,002	276
Anniston, Ala.	8,908	277
Bismarck, N.D.	8,748	278
Kokomo, Ind.	8,740	279
Sharon, Pa.	8,715	280
Owensboro, Ky.	8,639	281
Kankakee, Ill.	8,554	282
Anderson, Ind.	8,392	283
Laredo, Tex.	8,364	284
La Crosse, Wisc.	8,341	285
Alexandria, La.	8,293	286
Cumberland, Md.	8,291	287
Athens, Ga.	8,217	288
Pittsfield, Mass.	8,190	289
Bellingham, Wash.	8,121	290
Danville, Va.	8,114	291
Battle Creek, Mich.	7,842	292
Enid, Okla.	7,707	293
Charlottesville, Va.	7,535	294
Bremerton, Wash.	7,284	295
Bryan - College Station, Tex.	7,255	296
Pascagoula, Miss.	7,218	297
Grand Forks, N.D.	7,213	298
Columbia, Mo.	7,158	299
Bloomington - Normal, Ill.	7,081	300
Williamsport, Pa.	6,906	301
Kenosha, Wisc.	6,857	302
Las Cruces, N.M.	6,843	303
Olympia, Wash.	6,781	304
Lewiston - Auburn, Me.	6,654	305
Sherman - Denison, Tex.	6,653	306
Glens Falls, N.Y.	6,518	307
Elmira, N.Y.	6,334	308
Yuba City, Cal.	6,085	309
Iowa City, Iowa	6,036	310
Sheboygan, Wisc.	5,903	311
Pine Bluff, Ark.	5,626	312
Bloomington, Ind.	5,566	313
Lawrence, Kans.	3,291	314
Total Above Areas	18,330,281	
Percent of U.S.	86.4134	
U.S. Total	21,206,426	

Section C

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

S&MM's

Projections of U.S. Metropolitan Markets to 1987

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/82 Total Pop. (Thous.)	12/31/87 Total Pop. (Thous.)	% Change 1982–1987	12/31/87 Total Households (Thous.)	% Change 1982–1987	1987 Total EBI ($000)	% Change 1982–1987	Average Household EBI 1982	Average Household EBI 1987	1987 Total Retail Sales ($000)	% Change 1982–1987	Retail Sales Per Household 1982	Retail Sales Per Household 1987	1982	1987
ALABAMA															
ANNISTON	122.4	126.9	3.7	45.2	7.1	1,641,388	81.0	21,489	36,314	833,158	68.6	11,708	18,433	.0449	.0456
Calhoun	122.4	126.9	3.7	45.2	7.1	1,641,388	81.0	21,489	36,314	833,158	68.6	11,708	18,433	.0449	.0456
BIRMINGHAM	903.1	935.3	3.6	344.0	3.6	12,411,889	67.1	22,369	36,081	6,807,285	61.9	12,666	19,789	.3633	.3521
Blount	38.9	42.2	8.5	14.7	7.3	418,425	71.3	17,831	28,464	136,793	66.3	6,006	9,306	.0113	.0113
Jefferson	674.0	685.1	1.6	260.0	2.8	9,606,281	65.7	22,914	36,947	5,630,798	60.6	13,858	21,657	.2869	.2751
St. Clair	44.7	49.3	10.3	16.5	7.8	478,005	68.8	18,505	28,970	157,854	59.8	6,454	9,567	.0131	.0129
Shelby	74.1	87.2	17.7	28.3	14.1	1,105,186	82.9	24,369	39,053	392,487	80.9	8,747	13,869	.0262	.0283
Walker	71.4	71.5	.1	24.5	−2.8	803,992	61.7	19,732	32,816	489,353	62.6	11,943	19,974	.0258	.0245
DOTHAN	126.3	130.2	3.1	44.9	2.7	1,519,808	67.2	20,805	33,849	799,617	56.6	11,681	17,809	.0457	.0438
Dale	46.7	47.4	1.5	14.7	−2.0	512,180	62.7	20,993	34,842	177,563	66.5	7,111	12,079	.0142	.0135
Houston	79.6	82.8	4.0	30.2	5.2	1,007,628	69.6	20,707	33,365	622,054	54.0	14,070	20,598	.0315	.0303
FLORENCE	138.9	146.2	5.3	54.2	7.8	1,846,251	73.5	21,151	34,064	1,081,309	75.9	12,225	19,950	.0534	.0540
Colbert	55.5	57.9	4.3	21.6	6.9	695,380	69.4	20,318	32,194	574,119	83.6	15,483	26,580	.0229	.0232
Lauderdale	83.4	88.3	5.9	32.6	8.3	1,150,871	76.1	21,710	35,303	507,190	67.9	10,038	15,558	.0305	.0308
GADSDEN	104.5	107.6	3.0	38.3	.5	1,180,991	59.3	19,455	30,835	696,553	57.9	11,580	18,187	.0381	.0358
Etowah	104.5	107.6	3.0	38.3	.5	1,180,991	59.3	19,455	30,835	696,553	57.9	11,580	18,187	.0381	.0358
HUNTSVILLE	198.5	210.5	6.0	77.3	9.3	3,384,099	86.1	25,720	43,779	1,706,598	82.0	13,260	22,078	.0844	.0900
Madison	198.5	210.5	6.0	77.3	9.3	3,384,099	86.1	25,720	43,779	1,706,598	82.0	13,260	22,078	.0844	.0900
MOBILE	459.2	487.8	6.2	174.8	8.6	6,786,312	85.9	22,675	38,823	3,473,577	73.3	12,451	19,872	.1782	.1865
Baldwin	83.5	92.9	11.3	33.4	13.6	1,239,326	92.6	21,885	37,106	664,389	90.0	11,893	19,892	.0315	.0348
Mobile	375.7	394.9	5.1	141.4	7.4	5,546,986	84.5	22,851	39,229	2,809,188	69.7	12,575	19,867	.1467	.1517
MONTGOMERY	285.1	308.8	8.3	108.6	8.9	4,092,734	81.9	22,572	37,686	2,130,699	69.0	12,644	19,620	.1108	.1143
Autauga	34.3	37.3	8.7	12.2	8.9	483,895	86.0	23,232	39,664	166,761	76.1	8,453	13,669	.0115	.0122
Elmore	46.2	50.5	9.3	16.8	10.5	539,764	74.8	20,312	32,129	165,460	68.1	6,474	9,849	.0138	.0141
Montgomery	204.6	221.0	8.0	79.6	8.6	3,069,075	82.5	22,940	38,556	1,798,478	68.5	14,563	22,594	.0855	.0880
TUSCALOOSA	142.2	149.2	4.9	52.4	4.8	1,728,614	70.3	20,305	32,989	1,012,089	68.1	12,044	19,315	.0521	.0516
Tuscaloosa	142.2	149.2	4.9	52.4	4.8	1,728,614	70.3	20,305	32,989	1,012,089	68.1	12,044	19,315	.0521	.0516
TOTAL METRO COUNTIES	2,527.7	2,650.4	4.9	957.0	5.8	35,044,839	74.7	22,178	36,619	18,737,937	67.4	12,377	19,580	.9846	.9869
TOTAL STATE	3,991.8	4,160.9	4.2	1,480.1	4.6	50,098,342	71.9	20,589	33,848	25,948,406	65.0	11,115	17,532	1.4424	1.4272
ALASKA															
ANCHORAGE	196.3	208.1	6.0	78.8	9.3	4,522,577	78.3	35,184	57,393	2,744,296	82.8	20,816	34,826	.1162	.1218
Anchorage	196.3	208.1	6.0	78.8	9.3	4,522,577	78.3	35,184	57,393	2,744,296	82.8	20,816	34,826	.1162	.1218
TOTAL METRO COUNTIES	196.3	208.1	6.0	78.8	9.3	4,522,577	78.3	35,184	57,393	2,744,296	82.8	20,816	34,826	.1162	.1218
TOTAL STATE	454.0	491.2	8.2	172.9	10.6	9,855,586	81.9	34,663	57,002	5,406,860	82.9	18,918	31,271	.3444	.2990

(continued on page 58)

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/82 Total Pop. (Thous.)	12/31/87 Total Pop. (Thous.)	% Change 1982–1987	12/31/87 Total Households (Thous.)	% Change 1982–1987	1987 Total EBI ($000)	% Change 1982–1987	Average Household EBI 1982	1987	1987 Total Retail Sales ($000)	% Change 1982–1987	Retail Sales Per Household 1982	1987	1982	1987
	1		2	3	4	5	6	7		8	9	10		11	

1 Updated from the 1980 Census of Population and Housing, **Total Population** is a head-count estimate of all **persons** living in the metropolitan market at the end of the year. It includes persons living in colleges and hospitals, and armed forces personnel (and their dependents) permanently assigned to the area, but excludes tourists and transients. The **projected 1987 population** is based upon expected trends in births, deaths, outmigration, and inmigration.

2 Percent Change between 12/31/82 and 12/31/87, with 1982 as the base year, of a market's total population. A minus sign indicates a decline.

3 Households are units made up of families or unrelated individuals occupying a house, apartment, or other group of rooms, or a room regarded as a housing unit under the rules of the 1980 Census of Population and Housing. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household. The projection is based upon population trends that will affect household size.

4 Percent Change between 12/31/82 and 12/31/87, with 1982 as the base year, of a market's total households. A minus sign indicates a decline.

5 Effective Buying Income (EBI), a classification developed exclusively by Sales & Marketing Management, is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprieters' income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Compensation paid to military, diplomatic, and business personnel stationed overseas is deducted from this total to arrive at Effective Buying Income. EBI for 1987 is stated in current dollars.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying Income groups, as reported in the July 25 *Survey of Buying Power*, should be considered.

6 Percent Change between 1982 and 1987, with 1982 as the base year, of a market's total EBI. A minus sign indicates a decline.

7 Average Household Effective Buying Income (EBI) is calculated by dividing the number of households into total EBI. Often used as an indicator of market quality, but it can be misleading where there is a disproportionate share of institutional population (for example, students or armed forces) in quarters not considered households. Because their income is included in the total EBI, an average EBI per household could be deceptively higher than the average of the area's actual household population.

8 Total Retail Sales are net sales (minus refunds and allowances for returns) of establishments engaged primarily in retail trade. Retail sales by such nonretailers as wholesalers and service establishments are not counted. In line with new Census Bureau policy, they no longer include: (1) sales and other taxes collected from customers, and (2) carrying charges or other charges for credit. Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation because the market's volume may be affected by the movement of shoppers to and from adjacent areas as well as by the purchases of nonhousehold units, such as businesses, and by inhabitants of group quarters. Retail sales for 1987 are stated in current dollars.

9 Percent Change between 1982 and 1987, with 1982 as the base year, of a market's total retail sales. A minus sign indicates a decline in retail sales.

10 Retail Sales Per Household is a mathematical average calculated by dividing the market's total households into total retail sales. However, it should be used with caution because retail sales can include purchases by nonhousehold units within the market (such as businesses and residents of group quarters) as well as by households not domiciled within the market.

11 Buying Power Index (BPI) is a weighted index that converts three basic elements—population, EBI, and retail sales—into a measurement of a market's ability to buy, and expresses it as a percentage of the U.S. potential. It is calculated by giving a weight of 5 to the market's share of total U.S. EBI, 3 to its share of total U.S. retail sales, and 2 to its share of total U.S. population. The total of those weighted percents is then divided by 10 to arrive at the BPI. However, depending upon what your research has revealed about buyers of your products, you can construct your own customized BPI by using any of the factors contained in the tables and assigning to them what you think are relevant weights.

SUMMARY OF S&MM's PROJECTIONS BY REGION AND STATE

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
REGION State	12/31/82 Total Pop. (Thous.)	12/31/87 Total Pop. (Thous.)	% Change 1982–1987	12/31/87 Total House-holds (Thous.)	% Change 1982–1987	1987 Total EBI ($000)	% Change 1982–1987	Average Household EBI 1982	Average Household EBI 1987	1987 Total Retail Sales ($000)	% Change 1982–1987	Retail Sales Per Household 1982	Retail Sales Per Household 1987	1982	1987
NEW ENGLAND	**12,496.6**	**12,724.1**	**1.8**	**4,713.2**	**3.5**	**208,738,838**	**68.0**	**27,269**	**44,288**	**112,520,443**	**76.9**	**13,962**	**23,873**	**5.6679**	**5.6427**
Connecticut	3,134.1	3,189.5	1.8	1,192.4	4.5	60,370,469	67.9	31,523	50,629	27,215,857	75.2	13,617	22,824	1.5208	1.5066
Maine	1,148.3	1,190.9	3.7	436.5	4.8	15,368,165	72.2	21,423	35,208	10,181,885	79.6	13,609	23,326	.4587	.4665
Massachusetts	5,765.0	5,785.6	.4	2,143.0	1.8	94,910,130	65.5	27,230	44,288	53,758,175	76.2	14,490	25,085	2.6472	2.6072
New Hampshire	970.1	1,050.8	8.3	385.1	9.5	15,923,516	78.0	25,431	41,349	9,676,817	82.9	15,037	25,128	.4335	.4546
Rhode Island	956.0	952.2	–.4	353.9	.4	14,892,911	68.2	25,119	42,082	7,058,327	73.0	11,575	19,944	.3970	.3907
Vermont	523.1	555.1	6.1	202.3	7.2	7,273,647	72.6	22,331	35,955	4,629,382	83.4	13,376	22,884	.2107	.2171
MIDDLE ATLANTIC ...	**36,810.1**	**36,748.7**	**–.2**	**12,591.6**	**.8**	**603,708,673**	**63.3**	**27,425**	**44,418**	**263,505,343**	**61.8**	**12,084**	**19,387**	**16.1138**	**15.3215**
New Jersey	7,431.3	7,518.5	1.2	2,710.8	2.6	135,428,273	67.2	30,671	49,959	58,677,303	63.3	13,603	21,646	3.4828	3.3711
New York	17,509.6	17,282.3	–1.3	6,494.8	–.1	287,143,960	60.6	27,510	44,211	122,343,828	62.4	11,588	18,837	7.6758	7.2235
Pennsylvania	11,869.2	11,947.9	.7	4,386.0	1.1	181,136,440	64.9	25,321	41,299	82,484,212	59.8	11,903	18,806	4.9552	4.7269
EAST NORTH CENTRAL	**41,929.9**	**42,474.3**	**1.3**	**15,320.4**	**1.2**	**655,826,898**	**67.2**	**25,906**	**42,807**	**295,663,899**	**54.8**	**12,618**	**19,299**	**17.8405**	**17.0025**
Illinois	11,489.5	11,562.9	.6	4,154.0	–.1	193,388,696	65.4	28,118	46,555	81,769,496	53.4	12,821	19,685	5.1320	4.8487
Indiana	5,544.1	5,665.7	2.2	2,026.0	1.5	78,327,142	69.6	23,152	38,661	41,743,078	64.9	12,689	20,604	2.2298	2.1819
Michigan	9,261.2	9,369.3	1.2	3,325.6	1.1	145,791,121	67.4	26,483	43,839	67,602,385	52.0	13,522	20,328	4.0126	3.8038
Ohio	10,838.3	10,899.0	.6	3,993.5	.8	166,762,477	66.5	25,292	41,758	73,302,815	53.5	12,061	18,356	4.5389	4.3013
Wisconsin	4,796.8	4,977.4	3.8	1,821.3	4.7	71,557,462	70.8	24,081	39,289	31,246,125	54.7	11,609	17,156	1.9272	1.8668
WEST NORTH CENTRAL	**17,507.0**	**18,056.9**	**3.1**	**6,684.6**	**3.0**	**267,441,990**	**68.6**	**24,429**	**40,009**	**139,436,609**	**64.2**	**13,083**	**20,859**	**7.4701**	**7.2959**
Iowa	2,943.7	2,967.2	.8	1,091.6	.1	44,384,661	67.0	24,368	40,660	22,637,479	60.7	12,918	20,738	1.2487	1.2004
Kansas	2,415.1	2,518.7	4.3	955.7	4.4	38,934,794	67.9	25,331	40,740	18,975,685	65.3	12,538	19,855	1.0543	1.0319
Minnesota	4,177.7	4,377.7	4.8	1,608.4	5.2	67,225,928	72.4	25,500	41,797	34,378,476	66.4	13,514	21,374	1.8196	1.8101
Missouri	4,990.5	5,132.6	2.8	1,901.6	2.2	72,460,234	67.4	23,276	38,105	39,229,439	62.7	12,965	20,630	2.0829	2.0196
Nebraska	1,600.4	1,640.0	2.5	610.8	2.1	24,349,954	66.3	24,490	39,866	13,307,131	70.0	13,088	21,786	.6880	.6738
North Dakota	675.3	701.1	3.8	255.0	4.7	10,465,535	68.5	25,498	41,041	5,300,518	58.2	13,752	20,786	.2923	.2824
South Dakota	704.3	719.6	2.2	261.5	2.5	9,620,884	69.3	22,280	36,791	5,607,881	64.2	13,384	21,445	.2843	.2777
SOUTH ATLANTIC	**38,611.9**	**41,534.7**	**7.6**	**15,367.1**	**8.6**	**587,275,707**	**76.0**	**23,583**	**38,216**	**320,122,754**	**76.4**	**12,829**	**20,832**	**15.9451**	**16.3979**
Delaware	607.0	609.9	.5	218.1	.0	9,766,747	68.7	26,560	44,781	4,955,613	66.1	13,683	22,722	.2668	.2602
District of Columbia .	613.0	579.8	–5.4	234.8	–5.8	11,720,677	59.6	29,473	49,918	4,608,726	67.3	11,051	19,628	.2969	.2784
Florida	10,573.5	12,031.2	13.8	4,810.0	15.6	177,777,068	83.7	23,262	36,960	100,176,726	83.2	13,145	20,827	4.6260	4.9724
Georgia	5,693.0	6,136.1	7.8	2,160.6	7.8	78,559,136	75.2	22,365	36,360	43,016,431	73.4	12,372	19,909	2.1974	2.2438
Maryland	4,278.1	4,385.0	2.5	1,586.4	3.8	73,495,722	68.5	28,542	46,329	37,555,560	68.8	14,559	23,673	1.9785	1.9459
North Carolina	6,073.8	6,438.9	6.0	2,351.1	7.5	81,208,003	75.8	21,119	34,540	43,626,651	75.4	11,378	18,556	2.2631	2.3138
South Carolina	3,244.3	3,457.7	6.6	1,182.6	7.1	41,323,632	76.5	21,200	34,943	22,293,996	74.0	11,601	18,852	1.1669	1.1935
Virginia	5,541.7	5,825.1	5.1	2,090.5	5.4	87,710,176	72.9	25,590	41,957	47,040,983	74.3	13,612	22,502	2.3800	2.4060
West Virginia	1,987.5	2,071.0	4.2	733.0	2.7	25,714,546	72.1	20,942	35,081	16,848,068	80.3	13,098	22,985	.7695	.7839
EAST SOUTH CENTRAL	**15,079.4**	**15,836.0**	**5.0**	**5,587.7**	**4.8**	**196,906,672**	**74.1**	**21,201**	**35,239**	**103,347,940**	**68.8**	**11,477**	**18,496**	**5.5665**	**5.5894**
Alabama	3,991.8	4,160.9	4.2	1,480.1	4.6	50,098,342	71.9	20,589	33,848	25,948,406	65.0	11,115	17,532	1.4424	1.4272
Kentucky	3,750.3	3,915.4	4.4	1,376.2	3.7	48,577,040	74.7	20,945	35,298	29,757,996	78.8	12,534	21,623	1.4156	1.4481
Mississippi	2,589.8	2,700.5	4.3	899.3	3.3	29,596,398	72.1	19,754	32,910	14,769,943	59.7	10,622	16,424	.8704	.8539
Tennessee	4,747.5	5,059.2	6.6	1,832.1	6.5	68,634,892	76.3	22,635	37,462	32,871,595	67.8	11,392	17,942	1.8381	1.8602
WEST SOUTH CENTRAL	**25,202.1**	**28,168.4**	**11.8**	**10,172.0**	**12.7**	**409,103,359**	**79.5**	**25,264**	**40,219**	**231,354,701**	**82.8**	**14,027**	**22,744**	**10.8625**	**11.4948**
Arkansas	2,343.7	2,454.0	4.7	891.7	4.4	28,653,096	71.3	19,578	32,133	17,646,093	76.1	11,731	19,789	.8595	.8674
Louisiana	4,373.4	4,752.2	8.7	1,662.3	9.6	66,010,878	78.7	24,354	39,711	31,819,403	73.2	12,113	19,142	1.7268	1.7831
Oklahoma	3,187.8	3,507.0	10.0	1,324.6	10.0	51,119,332	75.7	24,164	38,592	28,061,872	81.7	12,824	21,185	1.3648	1.4217
Texas	15,297.2	17,455.2	14.1	6,293.4	15.5	263,320,053	81.3	26,653	41,841	153,829,333	85.9	15,186	24,443	6.9124	7.4226
MOUNTAIN	**12,253.4**	**13,972.7**	**14.0**	**5,072.5**	**14.7**	**194,257,169**	**82.9**	**24,011**	**38,296**	**107,988,580**	**82.3**	**13,388**	**21,289**	**5.1127**	**5.4764**
Arizona	2,973.0	3,474.0	16.9	1,279.0	18.3	46,366,538	84.5	23,239	36,252	22,236,574	76.2	11,674	17,386	1.1780	1.2617
Colorado	3,099.4	3,468.3	11.9	1,325.0	12.7	55,342,108	82.9	25,732	41,768	29,305,260	82.9	13,626	22,117	1.3998	1.4952
Idaho	993.9	1,097.5	10.4	378.9	8.7	13,516,172	76.5	21,975	35,672	7,999,915	74.0	13,195	21,114	.3870	.3990
Montana	814.1	857.5	5.3	320.2	5.8	11,680,828	72.7	22,355	36,480	7,557,618	71.4	14,574	23,603	.3457	.3478
Nevada	887.3	1,084.8	22.3	429.8	23.4	17,157,142	93.3	25,481	39,919	11,218,575	99.3	16,164	26,102	.4341	.4984
New Mexico	1,391.7	1,532.9	10.1	554.0	12.8	18,892,499	77.7	21,653	34,102	11,785,975	82.3	13,166	21,274	.5406	.5673
Utah	1,580.0	1,846.3	16.9	565.2	15.0	21,756,338	84.8	23,965	38,493	11,673,538	84.2	12,900	20,654	.5795	.6295
Wyoming	514.0	611.4	18.9	220.4	19.0	9,545,544	85.9	27,729	43,310	6,211,125	97.7	16,962	28,181	.2480	.2775
PACIFIC	**33,407.9**	**36,639.0**	**9.7**	**13,710.7**	**10.0**	**599,601,857**	**74.3**	**27,597**	**43,732**	**296,030,533**	**74.4**	**13,617**	**21,591**	**15.4199**	**15.7789**
Alaska	454.0	491.2	8.2	172.9	10.6	9,855,586	81.9	34,663	57,002	5,406,800	82.9	18,918	31,271	.2444	.2590
California	24,912.0	27,176.5	9.1	10,184.4	9.6	453,755,994	73.3	28,170	44,554	215,642,102	71.7	13,509	21,174	11.5928	11.7618
Hawaii	1,011.0	1,100.4	8.8	353.4	11.1	17,454,272	76.9	31,016	49,390	9,175,457	82.2	15,828	25,963	.4512	.4710
Oregon	2,719.0	3,003.3	10.5	1,147.2	9.3	41,608,008	78.6	22,193	36,269	26,118,195	80.3	13,801	22,767	1.1649	1.2218
Washington	4,311.9	4,867.6	12.9	1,852.8	12.5	76,927,997	76.4	26,475	41,520	39,687,979	82.7	13,185	21,421	1.9666	2.0653
TOTAL UNITED STATES	**233,298.3**	**246,154.8**	**5.5**	**90,219.8**	**6.1**	**3,722,861,163**	**71.6**	**25,507**	**41,264**	**1,869,972,802**	**69.9**	**12,940**	**20,727**	**100.0000**	**100.0000**

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/82 Total Pop. (Thous.)	12/31/87 Total Pop. (Thous.)	% Change 1982–1987	12/31/87 Total House-holds (Thous.)	% Change 1982–1987	1987 Total EBI ($000)	% Change 1982–1987	Average Household EBI 1982	Average Household EBI 1987	1987 Total Retail Sales ($000)	% Change 1982–1987	Retail Sales Per Household 1982	Retail Sales Per Household 1987	1982	1987
ARIZONA															
PHOENIX	1,652.8	1,950.5	18.0	737.2	19.6	29,286,470	90.2	24,978	39,727	13,721,943	79.8	12,380	18,614	.7045	.7719
Maricopa	1,652.8	1,950.5	18.0	737.2	19.6	29,286,470	90.2	24,978	39,727	13,721,943	79.8	12,380	18,614	.7045	.7719
TUCSON	581.3	665.4	14.5	254.9	15.4	8,400,192	71.5	22,169	32,955	4,314,030	68.0	11,622	16,924	.2326	.2362
Pima	581.3	665.4	14.5	254.9	15.4	8,400,192	71.5	22,169	32,955	4,314,030	68.0	11,622	16,924	.2326	.2362
TOTAL METRO COUNTIES	2,234.1	2,615.9	17.1	992.1	18.5	37,686,662	85.7	24,227	37,987	18,035,973	76.8	12,180	18,180	.9371	1.0081
TOTAL STATE	2,973.0	3,474.0	16.9	1,279.8	18.3	46,366,538	84.5	23,239	36,252	22,236,574	76.2	11,674	17,386	1.1780	1.2617
ARKANSAS															
FAYETTEVILLE - SPRINGDALE	104.5	112.7	7.8	42.2	9.6	1,416,590	78.5	20,613	33,568	1,044,993	85.6	14,626	24,763	.0426	.0450
Washington	104.5	112.7	7.8	42.2	9.6	1,416,590	78.5	20,613	33,568	1,044,993	85.6	14,626	24,763	.0426	.0450
FORT SMITH	169.9	179.6	5.7	66.6	6.4	2,341,919	76.2	21,232	35,164	1,773,031	85.2	15,296	26,622	.0712	.0746
Crawford	39.4	42.6	8.1	15.1	11.0	545,175	91.3	20,951	36,104	254,377	90.4	9,825	16,846	.0136	.0149
Sebastian	97.4	101.1	3.8	39.9	5.8	1,519,960	78.5	22,588	38,094	1,369,708	87.6	19,370	34,329	.0478	.0507
Sequoyah, Okla.	*33.1*	*35.9*	*8.5*	*11.6*	*2.7*	*276,784*	*43.7*	*17,044*	*23,861*	*148,946*	*59.0*	*8,289*	*12,840*	*.0098*	*.0090*
LITTLE ROCK - NORTH LITTLE ROCK	491.2	525.1	6.9	191.3	6.8	7,737,337	79.4	24,074	40,446	4,310,464	76.1	13,663	22,532	.2084	.2160
Faulkner	49.2	55.1	12.0	19.1	12.4	709,371	90.8	21,865	37,140	362,442	89.9	11,226	18,976	.0180	.0198
Lonoke	36.2	38.5	6.4	13.2	7.3	406,921	69.0	19,580	30,827	179,255	73.5	8,402	13,580	.0116	.0116
Pulaski	348.8	367.9	5.5	137.3	5.0	5,725,181	77.5	24,683	41,698	3,424,957	73.1	15,137	24,945	.1582	.1618
Saline	57.0	63.6	11.6	21.7	13.0	895,864	88.4	24,763	41,284	343,810	95.6	9,156	15,844	.0206	.0228
PINE BLUFF	90.4	94.9	5.0	31.8	2.3	982,203	61.4	19,570	30,887	650,524	69.2	12,365	20,457	.0323	.0313
Jefferson	90.4	94.9	5.0	31.8	2.3	982,203	61.4	19,570	30,887	650,524	69.2	12,365	20,457	.0323	.0313
TEXARKANA	116.0	123.1	6.1	45.0	5.1	1,376,447	56.4	20,569	30,588	952,218	63.7	13,589	21,160	.0462	.0437
Miller	38.4	40.9	6.5	14.7	5.8	475,500	75.5	19,494	32,347	346,427	85.9	13,408	23,566	.0146	.0152
Bowie, Tex.	*77.6*	*82.2*	*5.9*	*30.3*	*4.8*	*900,947*	*47.8*	*21,086*	*29,734*	*605,791*	*53.3*	*13,675*	*19,993*	*.0316*	*.0285*
TOTAL METRO COUNTIES	910.3	967.7	6.3	352.3	6.7	13,154,205	77.4	22,443	37,338	8,422,063	79.5	14,209	23,906	.3769	.3908
TOTAL STATE	2,343.7	2,454.0	4.7	891.7	4.4	28,653,096	71.3	19,578	32,133	17,646,093	76.1	11,731	19,789	.8595	.8674
CALIFORNIA															
ANAHEIM - SANTA ANA	2,089.6	2,312.7	10.7	878.6	14.1	47,388,474	84.9	33,274	53,936	22,430,248	80.8	16,107	25,530	1.1077	1.1841
Orange	2,089.6	2,312.7	10.7	878.6	14.1	47,388,474	84.9	33,274	53,936	22,430,848	80.8	16,107	25,530	1.1077	1.1841
BAKERSFIELD	431.0	496.0	15.1	180.6	17.3	7,644,648	91.7	25,917	42,329	4,260,663	94.5	14,236	23,592	.1885	.2112
Kern	431.0	496.0	15.1	180.6	17.3	7,644,648	91.7	25,917	42,329	4,260,663	94.5	14,236	23,592	.1885	.2112
CHICO	156.9	183.4	16.9	73.9	15.8	2,215,301	68.3	20,627	29,977	1,053,899	60.8	10,272	14,261	.0616	.0616
Butte	156.9	183.4	16.9	73.9	15.8	2,215,301	68.3	20,627	29,977	1,053,899	60.8	10,272	14,261	.0616	.0616
FRESNO	549.8	602.2	9.5	210.9	7.9	9,417,979	81.7	26,521	44,656	4,209,157	63.5	13,176	19,958	.2367	.2429
Fresno	549.8	602.2	9.5	210.9	7.9	9,417,979	81.7	26,521	44,656	4,209,157	63.5	13,176	19,958	.2367	.2429
LOS ANGELES - LONG BEACH	7,642.9	8,005.2	4.7	2,910.1	3.1	130,092,440	64.4	28,056	44,704	62,575,007	65.0	13,441	21,503	3.5128	3.4015
Los Angeles	7,642.9	8,005.2	4.7	2,910.1	3.1	130,092,440	64.4	28,056	44,704	62,575,007	65.0	13,441	21,503	3.5128	3.4015
LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA	*12,016.1*	*13,009.8*	*8.3*	*4,753.0*	*8.0*	*217,322,753*	*71.9*	*28,717*	*45,725*	*103,357,104*	*71.0*	*13,727*	*21,746*	*5.5906*	*5.6337*
MODESTO	289.3	333.5	15.3	123.4	16.4	4,181,483	68.5	23,410	33,886	2,165,796	61.9	12,619	17,551	.1185	.1180
Stanislaus	289.3	333.5	15.3	123.4	16.4	4,181,483	68.5	23,410	33,886	2,165,796	61.9	12,619	17,551	.1185	.1180
OAKLAND	1,813.5	1,915.4	5.6	763.8	7.7	36,211,232	72.0	29,687	47,409	14,773,362	66.4	12,518	19,342	.8824	.8789
Alameda	1,122.2	1,146.6	2.2	467.6	4.9	20,895,162	67.8	27,944	44,686	9,491,557	66.1	12,823	20,298	.5388	.5260
Contra Costa	691.3	768.8	11.2	296.2	12.4	15,316,070	78.1	32,632	51,709	5,281,805	67.0	12,002	17,832	.3436	.3529
OXNARD - VENTURA	578.1	671.0	16.1	225.1	15.8	11,518,476	90.3	31,143	51,170	4,736,865	87.1	13,020	21,043	.2581	.2852
Ventura	578.1	671.0	16.1	225.1	15.8	11,518,476	90.3	31,143	51,170	4,736,865	87.1	13,020	21,043	.2581	.2852
REDDING	127.8	154.3	20.7	61.3	24.6	1,801,917	77.3	20,657	29,395	1,166,238	71.1	13,852	19,025	.0529	.0554
Shasta	127.8	154.3	20.7	61.3	24.6	1,801,917	77.3	20,657	29,395	1,166,238	71.1	13,852	19,025	.0529	.0554
RIVERSIDE - SAN BERNARDINO	1,705.5	2,020.9	18.5	739.2	19.8	28,323,363	81.6	25,282	38,316	13,614,384	79.7	12,282	18,418	.7120	.7629
Riverside	732.1	867.1	18.4	320.5	17.4	11,654,607	73.4	24,633	36,364	6,050,861	72.2	12,872	18,879	.3134	.3240
San Bernardino	973.4	1,153.8	18.5	418.7	21.7	16,668,756	87.8	25,796	39,811	7,563,523	86.1	11,814	18,064	.3986	.4389
SACRAMENTO	1,185.9	1,343.0	13.2	545.0	16.4	22,060,441	80.8	26,067	40,478	10,616,952	73.0	13,111	19,481	.5500	.5760
El Dorado	99.6	127.7	28.2	50.4	30.2	1,949,846	94.9	25,857	38,687	926,427	92.7	12,421	18,381	.0446	.0515
Placer	130.9	156.0	19.2	59.8	21.5	2,282,912	76.4	26,312	38,176	1,247,247	80.1	14,080	20,857	.0600	.0635
Sacramento	835.7	932.3	11.6	385.3	15.1	16,063,428	82.4	26,297	41,691	7,538,804	70.7	13,194	19,566	.3949	.4125
Yolo	119.7	127.0	6.1	49.5	9.0	1,764,255	60.0	24,287	35,642	904,474	65.5	12,038	18,272	.0505	.0485
SALINAS - SEASIDE - MONTEREY	309.3	333.9	8.0	113.2	9.0	4,974,671	69.5	28,241	43,946	2,526,986	70.8	14,242	22,323	.1345	.1345
Monterey	309.3	333.9	8.0	113.2	9.0	4,974,671	69.5	28,241	43,946	2,526,986	70.8	14,242	22,323	.1345	.1345
SAN DIEGO	1,996.4	2,232.8	11.8	832.7	12.6	38,094,828	83.2	28,133	45,749	17,978,557	82.9	13,299	21,591	.9185	.9815
San Diego	1,996.4	2,232.8	11.8	832.7	12.6	38,094,828	83.2	28,133	45,749	17,978,557	82.9	13,299	21,591	.9185	.9815
SAN FRANCISCO	1,499.5	1,518.3	1.3	637.8	1.1	31,115,858	61.1	30,610	48,786	15,437,177	65.4	14,785	24,204	.8280	.7888
Marin	227.8	230.4	1.1	96.8	2.4	5,607,679	62.4	36,531	57,931	2,355,066	66.4	14,974	24,329	.1376	.1318
San Francisco	671.5	669.6	−.3	291.7	−2.4	12,698,276	59.6	26,621	43,532	6,631,418	61.9	13,710	22,734	.3524	.3313
San Mateo	600.2	618.3	3.0	249.3	4.8	12,809,903	61.9	33,270	51,383	6,450,693	68.9	16,060	25,875	.3380	.3257
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	*5,585.8*	*5,967.4*	*6.5*	*2,352.8*	*7.7*	*113,114,214*	*70.8*	*30,308*	*48,076*	*51,915,755*	*70.2*	*13,954*	*22,066*	*2.8363*	*2.8350*
SAN JOSE	1,371.3	1,474.4	7.5	551.4	9.6	28,787,569	73.1	33,051	52,208	14,077,734	75.2	15,970	25,531	.7199	.7322
Santa Clara	1,371.3	1,474.4	7.5	551.4	9.6	28,787,569	73.1	33,051	52,208	14,077,734	75.2	15,970	25,531	.7199	.7322

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION: 12/31/82 Total Pop. (Thous.)	POPULATION: 12/31/87 Total Pop. (Thous.)	POPULATION: % Change 1982–1987	POPULATION: 12/31/87 Total Households (Thous.)	POPULATION: % Change 1982–1987	EFFECTIVE BUYING INCOME: 1987 Total EBI ($000)	EFFECTIVE BUYING INCOME: % Change 1982–1987	EFFECTIVE BUYING INCOME: Average Household EBI 1982	EFFECTIVE BUYING INCOME: Average Household EBI 1987	RETAIL SALES: 1987 Total Retail Sales ($000)	RETAIL SALES: % Change 1982–1987	RETAIL SALES: Retail Sales Per Household 1982	RETAIL SALES: Retail Sales Per Household 1987	BUYING POWER INDEX 1982	BUYING POWER INDEX 1987
CA (cont.)															
SANTA BARBARA - SANTA MARIA - LOMPOC	310.8	326.3	5.0	122.6	4.8	5,773,305	70.9	28,866	47,091	2,822,855	72.3	14,004	23,033	.1491	.1494
Santa Barbara	310.8	326.3	5.0	122.6	4.8	5,773,305	70.9	28,866	47,091	2,823,855	72.3	14,004	23,033	.1491	.1494
SANTA CRUZ	208.1	239.6	15.1	90.7	13.0	3,785,343	76.9	26,647	41,735	1,765,765	71.3	12,835	19,468	.0952	.0986
Santa Cruz	208.1	239.6	15.1	90.7	13.0	3,785,343	76.9	26,647	41,735	1,765,765	71.3	12,835	19,468	.0952	.0986
SANTA ROSA - PETALUMA	329.7	376.4	14.2	151.7	16.5	6,798,824	91.7	27,242	44,818	3,059,265	81.0	12,980	20,167	.1561	.1710
Sonoma	329.7	376.4	14.2	151.7	16.5	6,798,824	91.7	27,242	44,818	3,059,265	81.0	12,980	20,167	.1561	.1710
STOCKTON	369.8	412.3	11.5	156.2	14.7	5,818,228	75.2	24,386	37,249	2,763,655	66.7	12,175	17,693	.1535	.1560
San Joaquin	369.8	412.3	11.5	156.2	14.7	5,818,228	75.2	24,386	37,249	2,763,655	66.7	12,175	17,693	.1535	.1560
VALLEJO - FAIRFIELD - NAPA	363.7	423.3	16.4	157.4	19.7	6,415,388	80.8	26,983	40,759	2,802,452	82.4	11,683	17,805	.1547	.1655
Napa	105.7	112.5	6.4	43.4	8.0	2,168,109	81.3	29,751	49,956	730,750	67.4	10,861	16,838	.0485	.0500
Solano	258.0	310.8	20.5	114.0	24.9	4,247,279	80.6	25,765	37,257	2,071,702	88.4	12,044	18,173	.1062	.1155
VISALIA - TULARE - PORTERVILLE	265.7	300.0	12.9	101.8	14.3	3,028,455	63.2	20,828	29,749	1,767,134	59.7	12,423	17,359	.0956	.0934
Tulare	265.7	300.0	12.9	101.8	14.3	3,028,455	63.2	20,828	29,749	1,767,134	59.7	12,423	17,359	.0956	.0934
YUBA CITY	107.5	117.0	8.8	43.7	10.6	1,355,408	60.9	21,330	31,016	643,973	55.1	10,510	14,736	.0399	.0381
Sutter	55.8	61.9	10.9	23.6	14.0	772,315	64.1	22,735	32,725	376,208	59.4	11,399	15,941	.0220	.0214
Yuba	51.7	55.1	6.6	20.1	6.9	583,093	56.8	19,782	29,010	267,765	49.4	9,531	13,322	.0179	.0167
TOTAL METRO COUNTIES	23,702.1	25,791.9	8.8	9,671.1	9.3	436,803,631	73.3	28,474	45,166	207,249,724	71.8	13,633	21,430	11.1262	11.2867
TOTAL STATE	24,912.0	27,176.5	9.1	10,184.4	9.6	453,755,994	73.3	28,170	44,554	215,642,102	71.7	13,509	21,174	11.5928	11.7618
COLORADO															
BOULDER - LONGMONT	206.2	229.3	11.2	88.3	13.5	3,679,509	75.2	25,987	41,671	1,822,903	72.2	13,603	20,644	.0949	.0974
Boulder	206.2	229.3	11.2	88.3	13.5	3,679,509	75.2	26,987	41,671	1,822,903	72.2	13,603	20,644	.0949	.0974
COLORADO SPRINGS	327.5	355.8	8.6	130.5	10.1	5,015,972	76.6	23,966	38,437	2,709,599	75.9	12,997	20,763	.1356	.1397
El Paso	327.5	355.8	8.6	130.5	10.1	5,015,972	76.6	23,966	38,437	2,709,599	75.9	12,997	20,763	.1356	.1397
DENVER	1,535.6	1,719.3	12.0	680.2	13.3	32,065,157	89.4	28,200	47,141	16,389,066	89.7	14,387	24,094	.7573	.8334
Adams	264.1	292.4	10.7	105.0	11.0	4,415,432	82.3	25,598	42,052	2,754,813	84.5	15,786	26,236	.1192	.1273
Arapahoe	338.6	431.6	27.5	166.0	29.8	8,902,874	114.5	32,455	53,632	4,919,484	116.4	17,778	29,635	.1866	.2336
Denver	489.0	490.2	.2	223.4	2.4	8,759,741	69.2	23,732	39,211	4,586,956	70.7	12,318	20,532	.2344	.2311
Douglas	30.9	36.9	19.4	11.5	18.6	724,466	96.9	37,932	62,997	100,388	93.2	5,357	8,729	.0125	.0143
Jefferson	413.0	468.2	13.4	174.3	16.0	9,262,644	92.3	32,073	53,142	4,027,425	88.7	14,206	23,106	.2046	.2271
DENVER - BOULDER CONSOLIDATED AREA	*1,741.8*	*1,948.6*	*11.9*	*768.5*	*13.3*	*35,744,666*	*87.8*	*28,060*	*46,512*	*18,211,969*	*87.8*	*14,297*	*23,698*	*.8522*	*.9308*
FORT COLLINS - LOVELAND	166.0	194.7	17.3	71.5	15.7	2,695,288	80.9	24,113	37,696	1,382,278	72.9	12,933	19,333	.0703	.0742
Larimer	166.0	194.7	17.3	71.5	15.7	2,695,288	80.9	24,113	37,696	1,382,278	72.9	12,933	19,333	.0703	.0742
GREELEY	133.0	152.0	14.3	52.8	11.9	1,600,812	60.9	21,084	30,318	745,797	65.5	9,549	14,125	.0467	.0457
Weld	133.0	152.0	14.3	52.8	11.9	1,600,812	60.9	21,084	30,318	745,797	65.5	9,549	14,125	.0467	.0457
PUEBLO	127.3	130.1	2.2	48.6	3.2	1,597,546	56.8	21,629	32,871	846,674	54.2	11,657	17,421	.0493	.0457
Pueblo	127.3	130.1	2.2	48.6	3.2	1,597,546	56.8	21,629	32,871	846,674	54.2	11,657	17,421	.0493	.0457
TOTAL METRO COUNTIES	2,495.6	2,781.2	11.4	1,071.9	12.5	46,654,284	83.8	26,632	43,525	23,896,317	83.3	13,681	22,293	1.1541	1.2261
TOTAL STATE	3,099.4	3,468.3	11.9	1,325.0	12.7	55,342,108	82.9	25,732	41,768	29,305,260	82.9	13,626	22,117	1.3998	1.4952
CONNECTICUT															
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	813.2	831.1	2.2	306.6	5.1	18,525,218	69.5	37,475	60,421	8,331,076	80.9	15,784	27,172	.4472	.4499
Fairfield	813.2	831.1	2.2	306.6	5.1	18,525,218	69.5	37,475	60,421	8,331,076	80.9	15,784	27,172	.4472	.4499
HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL	1,056.8	1,074.2	1.6	404.9	4.6	19,116,004	63.5	30,203	47,212	8,948,782	72.2	13,420	22,101	.5014	.4878
Hartford	805.9	814.1	1.0	311.5	4.0	14,975,906	64.7	30,371	48,077	7,064,264	71.6	13,751	22,678	.3907	.3808
Middlesex	133.0	139.0	4.5	53.1	7.7	2,416,516	66.5	29,447	45,509	1,117,146	77.5	12,766	21,039	.0619	.0617
Tolland	117.9	121.1	2.7	40.3	4.7	1,723,582	49.9	29,871	42,769	767,372	70.7	11,675	19,041	.0488	.0453
NEW HAVEN - WATERBURY - MERIDEN	766.9	779.4	1.6	296.4	4.6	13,781,593	70.4	28,538	46,497	6,113,763	73.1	12,462	20,627	.3484	.3465
New Haven	766.9	779.4	1.6	296.4	4.6	13,781,593	70.4	28,538	46,497	6,113,763	73.1	12,462	20,627	.3484	.3465
NEW LONDON - NORWICH	241.3	237.4	–1.6	85.8	.4	4,302,797	66.9	30,144	50,149	1,901,068	67.9	13,246	22,157	.1110	.1076
New London	241.3	237.4	–1.6	85.8	.4	4,302,797	66.9	30,144	50,149	1,901,068	67.9	13,246	22,157	.1110	.1076
TOTAL METRO COUNTIES	2,878.2	2,922.1	1.5	1,093.7	4.4	55,725,612	67.4	31,773	50,951	25,294,689	74.9	13,805	23,128	1.4080	1.3918
TOTAL STATE	3,134.1	3,189.5	1.8	1,192.4	4.5	60,270,469	67.9	31,523	50,639	27,215,857	75.2	13,617	22,824	1.5208	1.5066
DELAWARE															
WILMINGTON	529.2	530.6	.3	189.0	.3	9,136,346	69.7	28,573	48,240	4,228,558	67.5	13,400	22,373	.2383	.2337
New Castle	401.0	395.8	–1.3	141.6	–1.9	6,878,297	66.0	28,692	48,576	3,282,404	64.3	13,835	23,181	.1843	.1772
Cecil, Md.	*62.1*	*68.6*	*10.5*	*23.5*	*14.1*	*1,028,290*	*90.0*	*26,275*	*43,757*	*585,076*	*90.9*	*14,877*	*24,897*	*.0262*	*.0287*
Salem, N. J.	*66.1*	*66.2*	*.2*	*23.9*	*2.1*	*1,229,759*	*76.0*	*29,862*	*51,454*	*361,078*	*63.8*	*9,419*	*15,108*	*.0278*	*.0278*
TOTAL METRO COUNTIES	401.0	395.8	–1.3	141.6	–1.9	6,878,297	66.0	28,692	48,576	3,282,404	64.3	13,835	23,181	.1843	.1772
TOTAL STATE	607.0	609.9	.5	218.1	.8	9,766,747	68.7	26,540	44,781	4,955,613	66.1	13,683	22,722	.2668	.2602

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/82 Total Pop. (Thous.)	12/31/87 Total Pop. (Thous.)	% Change 1982-1987	12/31/87 Total House-holds (Thous.)	% Change 1982-1987	1987 Total EBI ($000)	% Change 1982-1987	Average Household EBI 1982	Average Household EBI 1987	1987 Total Retail Sales ($000)	% Change 1982-1987	Retail Sales Per Household 1982	Retail Sales Per Household 1987	1982	1987
DISTRICT OF COLUMBIA															
WASHINGTON	**3,316.1**	**3,465.1**	**4.5**	**1,308.6**	**5.6**	**71,434,908**	**73.5**	**32,346**	**54,815**	**33,929,584**	**78.7**	**15,376**	**26,028**	**1.7598**	**1.7888**
District of Columbia	613.0	579.8	−5.4	234.8	−5.8	11,720,677	59.6	29,473	49,918	4,608,726	67.3	11,051	19,628	.2969	.2784
Calvert, Md.	*38.6*	*43.5*	*12.7*	*14.2*	*15.4*	*543,433*	*65.3*	*26,736*	*38,270*	*126,996*	*59.0*	*4,492*	*8,943*	*.0131*	*.0128*
Charles, Md.	*80.1*	*93.2*	*16.4*	*29.2*	*20.2*	*1,236,873*	*76.6*	*28,828*	*42,359*	*516,061*	*74.5*	*12,185*	*17,673*	*.0310*	*.0324*
Frederick, Md.	*123.3*	*141.3*	*14.6*	*47.9*	*16.5*	*1,966,473*	*78.5*	*26,798*	*41,054*	*1,081,445*	*85.[illegible]*	*14,195*	*22,577*	*.0519*	*.0553*
Montgomery, Md.	*590.1*	*608.9*	*3.2*	*231.4*	*5.4*	*14,807,126*	*73.8*	*38,796*	*63,989*	*7,017,426*	*75.5*	*18,209*	*30,326*	*.3539*	*.3609*
Prince George's, Md.	*660.2*	*659.0*	*−.2*	*237.8*	*2.8*	*12,807,873*	*72.0*	*32,173*	*53,860*	*4,858,227*	*72.4*	*17,187*	*28,840*	*.3366*	*.3356*
Alexandria city, Va.	*105.6*	*102.6*	*−2.8*	*49.6*	*−5.7*	*2,550,168*	*98.8*	*30,525*	*51,415*	*1,364,610*	*58.1*	*16,414*	*27,512*	*.0696*	*.0645*
Arlington, Va.	*149.0*	*145.5*	*−2.3*	*71.7*	*−1.1*	*3,963,797*	*67.9*	*32,561*	*55,283*	*1,630,251*	*67.1*	*13,454*	*22,737*	*.0938*	*.0911*
Fairfax, Va.	*636.2*	*727.1*	*14.3*	*269.7*	*17.7*	*16,181,916*	*88.5*	*37,473*	*59,999*	*7,131,692*	*101.4*	*15,453*	*26,443*	*.3490*	*.3910*
Fairfax city, Va.	*18.4*	*19.5*	*6.0*	*7.6*	*10.1*	*465,[illegible]*	*86.1*	*36,241*	*61,245*	*834,585*	*89.1*	*63,977*	*109,814*	*.0193*	*.0211*
Falls Church city, Va.	*9.1*	*10.4*	*14.3*	*4.7*	*9.3*	*281,092*	*87.4*	*34,884*	*59,807*	*386,142*	*85.7*	*48,371*	*82,158*	*.0099*	*.0108*
Loudoun, Va.	*63.4*	*70.0*	*10.4*	*24.3*	*13.6*	*1,1[illegible],935*	*76.1*	*31,150*	*48,314*	*437,126*	*77.5*	*11,506*	*17,989*	*.0276*	*.0285*
Manassas city, Va.	*17.1*	*20.4*	*19.3*	*6.9*	*19.0*	*337,739*	*99.7*	*30,689*	*48,948*	*277,414*	*94.8*	*24,552*	*40,205*	*.0095*	*.0106*
Manassas Park city, Va.	*6.4*	*6.3*	*−1.6*	*1.9*	*.0*	*69,972*	*52.9*	*24,087*	*36,827*	*42,043*	*68.7*	*13,121*	*22,128*	*.0025*	*.0022*
Prince William, Va.	*160.4*	*183.6*	*14.5*	*54.7*	*12.8*	*2,631,583*	*74.3*	*31,130*	*48,109*	*1,536,203*	*88.1*	*16,837*	*28,084*	*.0708*	*.0750*
Stafford, Va.	*45.2*	*54.0*	*19.5*	*17.2*	*23.7*	*718,380*	*86.7*	*27,684*	*41,766*	*80,627*	*107.2*	*2,799*	*4,688*	*.0136*	*.0153*
TOTAL METRO COUNTIES	**613.0**	**579.8**	**−5.4**	**234.8**	**−5.8**	**11,720,677**	**59.6**	**29,473**	**49,918**	**4,608,726**	**67.3**	**11,051**	**19,628**	**.2969**	**.2784**
TOTAL STATE	**613.0**	**579.8**	**−5.4**	**234.8**	**−5.8**	**11,720,677**	**59.6**	**29,473**	**49,918**	**4,608,726**	**67.3**	**11,051**	**19,628**	**.2969**	**.2784**
FLORIDA															
BRADENTON	**163.2**	**191.2**	**17.2**	**77.2**	**12.5**	**2,671,366**	**80.4**	**21,590**	**34,603**	**1,412,329**	**74.8**	**11,778**	**18,294**	**.0702**	**.0740**
Manatee	163.2	191.2	17.2	77.2	12.5	2,671,366	80.4	21,590	34,603	1,412,329	74.8	11,778	18,294	.0702	.0740
DAYTONA BEACH	**282.5**	**330.7**	**17.1**	**139.6**	**18.1**	**4,536,843**	**89.1**	**20,293**	**32,499**	**2,586,340**	**81.5**	**12,056**	**18,527**	**.1184**	**.1293**
Volusia	282.5	330.7	17.1	139.6	18.1	4,536,843	89.1	20,293	32,499	2,586,340	81.5	12,056	18,527	.1184	.1293
FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH	**1,107.6**	**1,267.1**	**14.4**	**554.7**	**17.9**	**22,883,508**	**88.8**	**25,765**	**41,254**	**12,337,343**	**81.7**	**14,431**	**22,241**	**.5594**	**.6082**
Broward	1,107.6	1,267.1	14.4	554.7	17.9	22,883,508	88.8	25,765	41,254	12,337,343	81.7	14,431	22,241	.5594	.6082
FORT MYERS	**233.2**	**289.8**	**24.3**	**123.4**	**27.5**	**4,683,870**	**105.0**	**23,604**	**37,957**	**2,632,103**	**97.1**	**13,793**	**21,330**	**.1091**	**.1287**
Lee	233.2	239.8	24.3	123.4	27.5	4,683,870	105.0	23,604	37,957	2,632,103	97.1	13,793	21,330	.1091	.1287
FORT PIERCE	**174.4**	**217.3**	**24.6**	**88.0**	**26.8**	**3,125,424**	**100.2**	**22,499**	**35,516**	**1,528,915**	**88.3**	**11,702**	**17,274**	**.0732**	**.0842**
Martin	74.6	92.9	24.5	39.5	27.0	1,468,487	98.4	23,805	37,177	722,032	92.9	12,037	18,279	.0337	.0388
St. Lucie	99.8	124.4	24.6	48.5	26.6	1,656,937	101.8	21,439	34,164	806,883	84.3	11,430	16,637	.0395	.0454
FORT WALTON BEACH	**114.8**	**123.5**	**7.6**	**45.3**	**10.8**	**1,820,320**	**79.8**	**24,749**	**40,184**	**1,049,048**	**83.0**	**14,016**	**23,158**	**.0488**	**.0514**
Okaloosa	114.8	123.5	7.6	45.3	10.8	1,820,320	79.8	24,749	40,184	1,049,048	83.0	14,016	23,158	.0488	.0514
GAINESVILLE	**184.7**	**208.0**	**12.6**	**78.7**	**15.4**	**2,738,213**	**85.9**	**21,593**	**34,793**	**1,590,441**	**81.7**	**12,836**	**20,209**	**.0737**	**.0792**
Alachua	162.9	183.5	12.6	70.7	15.5	2,513,140	87.2	21,938	35,547	1,473,465	82.1	13,222	20,841	.0669	.0734
Bradford	21.8	24.5	12.4	8.0	14.3	225,073	73.0	18,580	28,134	116,976	76.5	9,466	14,622	.0068	.0068

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/82 Total Pop. (Thous.)	12/31/87 Total Pop. (Thous.)	% Change 1982-1987	12/31/87 Total House-holds (Thous.)	% Change 1982-1987	1987 Total EBI ($000)	% Change 1982-1987	Average Household EBI 1982	Average Household EBI 1987	1987 Total Retail Sales ($000)	% Change 1982-1987	Retail Sales Per Household 1982	Retail Sales Per Household 1987	1982	1987
FL (cont.)															
JACKSONVILLE	751.2	816.9	8.7	309.1	10.8	11,881,411	78.4	23,871	38,439	6,701,759	77.1	13,880	21,689	.3208	.3335
Clay	78.1	95.9	22.8	33.0	26.9	1,520,222	108.2	28,087	46,067	835,033	105.5	15,627	25,304	.0346	.0416
Duval	579.5	609.4	5.2	235.4	7.4	8,898,036	72.7	23,512	37,862	5,122,285	71.0	13,670	21,760	.2499	.2512
Nassau	36.7	42.2	15.0	13.9	11.2	464,547	65.0	22,528	33,421	207,443	71.8	9,462	14,924	.0129	.0130
St. Johns	56.9	69.4	22.0	26.8	25.2	998,606	101.1	23,202	37,261	536,998	105.8	12,195	20,037	.0234	.0277
LAKELAND - WINTER HAVEN	345.3	395.6	14.6	146.3	15.7	5,000,501	81.7	21,760	34,183	2,824,159	75.3	12,737	19,304	.1370	.1445
Polk	345.3	395.6	14.6	146.3	15.7	5,000,501	81.7	21,760	34,183	2,824,159	75.3	12,737	19,304	.1370	.1445
MELBOURNE - TITUSVILLE - PALM BAY	284.2	322.0	13.3	127.2	14.7	4,643,868	76.3	23,754	36,508	2,441,366	79.3	12,275	19,193	.1221	.1278
Brevard	284.2	322.0	13.3	127.2	14.7	4,643,868	76.3	23,754	36,508	2,441,366	79.3	12,275	19,193	.1221	.1278
MIAMI - HIALEAH	1,768.0	1,923.6	8.8	696.2	7.3	26,996,695	70.5	24,403	38,777	16,547,786	75.4	14,543	23,769	.7735	.7843
Dade	1,768.0	1,923.6	8.8	696.2	7.3	26,996,695	70.5	24,403	38,777	16,547,786	75.4	14,543	23,769	.7735	.7843
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	*2,875.6*	*3,190.7*	*11.0*	*1,250.9*	*11.8*	*49,880,580*	*78.4*	*24,076*	*39,875*	*28,085,139*	*78.0*	*14,096*	*23,091*	*1.3029*	*1.3935*
OCALA	137.8	165.4	20.0	65.7	24.0	1,814,808	85.2	18,486	27,623	1,120,480	82.5	11,587	17,055	.0511	.0539
Marion	137.8	165.4	20.0	65.7	24.0	1,814,808	85.2	18,486	27,623	1,120,480	82.5	11,587	17,055	.0511	.0539
ORLANDO	770.1	901.0	17.0	342.9	19.3	13,204,118	90.4	24,128	38,507	8,060,129	90.9	14,462	23,506	.3390	.3799
Orange	504.4	571.8	13.4	218.9	15.6	8,354,021	84.9	23,874	38,164	5,400,999	89.6	15,051	24,673	.2249	.2453
Osceola	59.4	75.6	27.3	28.4	25.1	910,249	99.6	20,091	32,051	486,943	94.2	11,047	17,146	.0224	.0262
Seminole	206.3	253.6	22.9	95.6	26.8	3,939,848	101.1	25,980	41,212	2,172,187	105.6	14,012	22,722	.0917	.1084
PANAMA CITY	104.0	114.8	10.4	43.5	13.0	1,186,701	59.4	19,340	27,280	1,037,396	74.5	15,446	23,848	.0422	.0420
Bay	104.0	114.8	10.4	43.5	13.0	1,186,701	59.4	19,340	27,280	1,037,396	74.5	15,446	23,848	.0422	.0420
PENSACOLA	302.2	319.7	5.8	117.6	8.9	4,575,955	77.7	23,849	38,911	2,548,568	79.4	13,157	21,671	.1241	.1283
Escambia	241.1	250.8	4.0	93.1	7.1	3,605,082	74.7	23,743	38,723	2,192,196	77.4	14,219	23,547	.1020	.1040
Santa Rosa	61.1	68.9	12.8	24.5	16.1	970,873	89.5	24,287	39,627	356,372	92.3	8,782	14,546	.0221	.0243
SARASOTA	224.5	266.4	18.7	123.7	22.4	4,353,193	89.0	22,781	35,192	2,620,857	87.3	13,840	21,187	.1103	.1221
Sarasota	224.5	266.4	18.7	123.7	22.4	4,353,193	89.0	22,781	35,192	2,620,857	87.3	13,840	21,187	.1103	.1221
TALLAHASSEE	201.8	227.0	12.5	85.1	15.9	3,097,156	85.3	22,775	36,394	1,768,027	87.8	12,882	20,776	.0815	.0884
Gadsden	42.1	44.9	6.7	14.2	10.1	340,276	57.2	16,779	23,963	149,169	52.1	7,601	10,505	.0112	.0106
Leon	159.7	182.1	14.0	70.9	17.2	2,756,880	89.4	24,054	38,884	1,618,858	91.0	14,008	22,833	.0703	.0778
TAMPA - ST. PETERSBURG - CLEARWATER	1,742.9	1,976.6	13.4	837.9	15.3	29,475,166	84.6	21,971	35,177	16,184,063	84.7	12,087	19,315	.7561	.8161
Hernando	53.2	69.1	29.9	28.1	28.9	785,090	99.2	18,080	27,939	390,694	106.8	8,667	13,904	.0189	.0224
Hillsborough	687.5	764.3	11.2	299.2	14.5	11,170,457	84.2	23,212	37,334	7,448,966	88.4	15,140	24,896	.3063	.3316
Pasco	224.9	282.6	25.7	118.0	23.6	3,265,161	92.6	17,754	27,671	1,205,790	87.3	6,741	10,219	.0759	.0861
Pinellas	777.3	860.6	10.7	392.6	12.8	14,254,458	82.4	22,441	36,308	7,138,613	79.6	11,416	18,183	.3550	.3760
WEST PALM BEACH - BOCA RATON - DELRAY BEACH	641.0	771.8	20.4	337.7	24.3	14,813,763	100.6	27,188	43,867	7,594,993	104.0	13,709	22,490	.3267	.3835
Palm Beach	641.0	771.8	20.4	337.7	24.3	14,813,763	100.6	27,188	43,867	7,594,993	104.0	13,709	22,490	.3267	.3835
TOTAL METRO COUNTIES	9,533.4	10,828.4	13.6	4,339.8	15.5	163,502,379	84.2	23,626	37,675	92,506,110	80.6	13,420	21,324	4.2372	4.5613
TOTAL STATE	10,573.5	12,001.2	13.8	4,810.0	15.6	177,777,568	83.7	23,262	36,960	100,176,726	80.2	13,146	20,827	4.6260	4.9724
GEORGIA															
ALBANY	116.5	126.9	8.9	41.3	5.9	1,512,021	74.8	22,178	36,611	828,621	63.9	12,961	20,063	.0437	.0440
Dougherty	103.3	111.6	8.0	36.3	4.3	1,299,793	71.0	21,838	35,807	815,638	63.5	14,339	22,469	.0400	.0397
Lee	13.2	15.3	15.9	5.0	19.0	212,228	102.2	24,992	42,446	12,983	100.0	1,546	2,597	.0037	.0043
ATHENS	135.6	146.8	8.3	51.8	6.8	1,671,646	70.0	20,274	32,271	1,022,105	73.2	12,171	19,732	.0504	.0505
Clarke	76.3	80.8	5.9	28.9	3.6	1,022,655	72.3	21,271	35,386	826,646	73.3	17,101	28,604	.0333	.0335
Jackson	26.5	28.2	6.4	10.0	8.7	268,556	58.9	16,369	26,856	150,362	71.3	9,539	15,036	.0085	.0083
Madison	19.0	21.5	13.2	7.1	7.6	170,298	54.7	16,679	23,986	21,100	53.4	2,084	2,972	.0045	.0043
Oconee	13.8	16.3	18.1	5.8	20.8	210,137	89.7	23,074	36,231	23,997	106.1	2,436	4,137	.0041	.0044
ATLANTA	2,262.4	2,501.7	10.6	918.2	11.3	38,922,482	82.6	25,838	42,391	20,809,483	80.8	13,953	22,663	.9986	1.0896
Barrow	22.6	25.2	11.5	8.7	8.8	252,023	65.3	19,060	28,968	139,494	65.2	10,553	16,034	.0078	.0076
Butts	14.5	15.3	5.5	4.4	2.3	149,355	57.3	22,074	33,944	56,619	56.9	8,373	12,868	.0044	.0041
Cherokee	57.9	72.3	24.9	23.9	24.5	845,035	92.6	22,856	35,357	254,960	91.1	6,950	10,668	.0188	.0213
Clayton	162.8	181.4	11.4	64.8	14.3	2,527,152	76.3	25,287	38,999	1,835,543	86.7	17,342	28,326	.0737	.0783
Cobb	327.0	387.2	18.4	147.1	20.5	7,361,561	103.0	29,706	50,045	4,133,932	102.8	16,695	28,103	.1671	.1967
Coweta	41.0	46.2	12.7	16.1	12.6	581,596	83.5	22,163	36,124	284,577	86.4	10,677	17,676	.0150	.0161
De Kalb	497.1	498.8	.3	189.5	2.3	8,383,030	64.5	27,496	44,238	5,060,981	68.2	16,239	26,707	.2421	.2343
Douglas	62.5	72.3	15.7	23.7	19.1	977,305	93.7	25,359	41,236	377,097	89.3	10,008	15,911	.0224	.0250
Fayette	35.0	48.1	37.4	16.4	41.4	832,831	127.3	31,586	50,782	133,640	117.7	5,291	8,149	.0132	.0173
Forsyth	31.1	37.5	20.6	13.0	20.4	487,275	92.7	23,416	37,483	145,701	90.6	7,080	11,208	.0105	.0119
Fulton	582.4	599.2	2.9	231.0	1.1	8,987,931	68.0	23,410	38,909	5,541,230	66.7	14,549	23,988	.2638	.2583
Gwinnett	197.5	256.6	29.9	91.7	36.3	4,441,608	124.9	29,340	48,436	1,572,463	127.0	10,292	17,148	.0812	.1056
Henry	40.0	49.3	23.3	16.9	27.1	598,287	86.7	24,091	35,402	160,875	80.3	6,708	9,519	.0132	.0146
Newton	36.8	39.5	7.3	13.2	9.1	442,397	70.8	21,401	33,515	194,754	65.4	9,732	14,754	.0123	.0124
Paulding	28.5	32.8	15.1	11.7	18.2	418,069	99.8	21,131	35,732	99,549	89.9	5,295	8,508	.0086	.0099
Rockdale	42.1	50.9	20.9	16.6	23.0	738,274	102.3	27,029	44,474	324,075	104.5	11,737	19,523	.0164	.0192
Spalding	50.2	53.8	7.2	18.3	6.4	582,619	69.6	19,976	31,837	361,065	68.7	12,441	19,730	.0181	.0180
Walton	33.4	35.3	5.7	11.2	2.8	317,134	51.2	19,246	28,316	132,848	53.8	7,926	11,861	.0100	.0093

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION 12/31/82 Total Pop. (Thous.)	12/31/87 Total Pop. (Thous.)	% Change 1982-1987	12/31/87 Total House-holds (Thous.)	% Change 1982-1987	EFFECTIVE BUYING INCOME 1987 Total EBI ($000)	% Change 1982-1987	Average Household EBI 1982	Average Household EBI 1987	RETAIL SALES 1987 Total Retail Sales ($000)	% Change 1982-1987	Retail Sales Per Household 1982	Retail Sales Per Household 1987	BUYING POWER INDEX 1982	BUYING POWER INDEX 1987
GA (cont.)															
AUGUSTA	361.6	399.0	10.3	139.7	12.2	5,383,750	88.6	22,926	38,530	2,807,234	82.4	12,260	20,095	.1389	.1499
Columbia	45.7	57.5	25.8	20.0	29.9	874,351	118.3	26,011	43,718	234,376	110.5	7,231	11,719	.0162	.0202
McDuffie	19.3	21.0	8.8	7.7	13.2	198,091	65.0	17,650	25,726	138,681	64.0	12,438	18,011	.0069	.0065
Richmond	187.6	204.3	8.9	69.2	9.3	2,676,583	84.3	22,942	38,679	1,757,212	82.5	15,212	25,393	.0758	.0808
Aiken, S. C.	*109.0*	*116.2*	*6.6*	*42.8*	*9.7*	*1,634,725*	*85.4*	*22,604*	*38,195*	*676,965*	*78.2*	*9,742*	*15,817*	*.0400*	*.0424*
COLUMBUS	238.5	243.9	2.3	82.6	3.0	2,788,967	64.5	21,143	33,765	1,674,935	66.5	12,543	20,278	.0867	.0823
Chattahoochee	22.3	22.0	-1.3	3.3	.0	303,580	70.2	54,056	91,994	12,866	69.2	2,304	3,899	.0062	.0061
Muscogee	168.7	174.0	3.1	62.0	3.2	2,032,634	64.0	20,626	32,784	1,465,017	67.6	14,543	23,629	.0668	.0630
Russell, Ala.	*47.5*	*47.9*	*.8*	*17.3*	*3.0*	*452,753*	*63.1*	*16,528*	*26,171*	*197,052*	*58.5*	*7,399*	*11,390*	*.0137*	*.0132*
MACON - WARNER ROBINS	270.2	281.6	4.2	99.1	4.5	3,938,074	76.9	23,409	39,738	2,206,323	73.1	13,442	22,264	.1091	.1110
Bibb	151.0	152.3	.9	54.5	.4	2,004,895	68.9	21,865	36,787	1,435,646	68.6	15,681	26,342	.0634	.0623
Houston	81.3	89.1	9.6	30.5	10.5	1,393,910	87.0	27,004	45,702	622,818	84.9	12,206	20,420	.0333	.0359
Jones	18.0	19.8	10.0	6.8	13.3	271,312	88.8	23,953	39,899	34,317	73.5	3,296	5,047	.0054	.0058
Peach	19.9	20.4	2.5	7.3	5.8	267,957	78.1	21,806	36,706	113,542	71.6	9,590	15,554	.0070	.0070
SAVANNAH	225.0	237.2	5.4	86.0	6.0	3,207,814	78.8	22,125	37,380	2,018,607	77.3	14,886	23,472	.0918	.0949
Chatham	205.3	214.9	4.7	78.3	5.1	2,922,153	77.3	22,125	37,320	1,952,253	77.0	14,802	24,933	.0857	.0880
Effingham	19.7	22.3	13.2	7.7	16.7	285,661	95.6	22,125	37,099	66,354	86.6	5,388	8,617	.0061	.0069
TOTAL METRO COUNTIES	3,562.4	3,889.1	9.2	1,298.0	9.6	56,425,571	80.3	24,538	40,362	31,821,792	78.4	13,633	22,190	1.5804	1.5710
TOTAL STATE	5,693.0	6,136.1	7.8	2,160.6	7.8	78,509,136	75.2	22,265	36,360	43,016,431	73.4	12,272	19,099	2.1974	2.3438
HAWAII															
HONOLULU	792.0	844.9	6.7	270.3	9.4	14,141,046	76.6	32,408	52,316	7,136,560	80.2	16,027	26,402	.3604	.3731
Honolulu	792.0	844.9	6.7	270.3	9.4	14,141,046	76.6	32,408	52,316	7,136,560	80.2	16,027	26,402	.3604	.3731
TOTAL METRO COUNTIES	792.0	844.9	6.7	270.3	9.4	14,141,046	76.6	32,408	52,316	7,136,560	80.2	16,027	26,402	.3604	.3731
TOTAL STATE	1,011.0	1,100.4	8.8	253.4	11.1	17,434,272	76.9	31,016	49,390	9,175,457	82.2	15,838	25,963	.4513	.4718
IDAHO															
BOISE	187.8	215.9	15.0	79.7	13.4	3,160,057	82.0	24,697	39,649	1,907,983	75.3	15,486	23,940	.0850	.0906
Ada	187.8	215.9	15.0	79.7	13.4	3,160,057	82.0	24,697	39,649	1,907,983	75.3	15,486	23,940	.0850	.0906
TOTAL METRO COUNTIES	187.8	215.9	15.0	79.7	13.4	3,160,057	82.0	24,697	39,649	1,907,983	75.3	15,486	23,940	.0850	.0906
TOTAL STATE	993.9	1,097.5	10.4	278.9	8.7	13,516,172	76.5	21,975	35,672	7,999,915	74.0	13,195	21,114	.3870	.3990
ILLINOIS															
ALTON - GRANITE CITY	266.7	261.6	-1.9	95.1	-2.5	3,698,979	57.3	24,134	38,896	1,833,858	51.1	12,444	19,280	.1100	.1003
Jersey	21.2	21.9	3.3	7.3	2.8	267,255	63.7	22,999	36,610	88,317	59.2	7,814	12,098	.0071	.0068
Madison	245.5	239.7	-2.4	87.8	-2.9	3,431,724	56.8	24,212	39,086	1,745,541	50.8	12,808	19,881	.1029	.0935
AURORA - ELGIN	326.9	346.3	5.9	117.7	5.8	6,178,581	74.3	31,627	52,494	2,869,108	62.1	15,691	24,376	.1578	.1572
Kane	286.7	301.0	5.0	101.9	3.5	5,368,451	72.3	31,639	52,684	2,723,403	62.7	16,992	26,726	.1422	.1403
Kendall	40.2	45.3	12.7	15.8	16.2	810,130	88.9	31,541	51,274	145,705	70.9	6,270	9,222	.0156	.0169
BLOOMINGTON - NORMAL	123.0	127.3	3.5	44.7	1.4	2,029,897	66.0	27,733	45,412	942,697	50.7	14,189	21,089	.0559	.0528
McLean	123.0	127.3	3.5	44.7	1.4	2,029,897	66.0	27,733	45,412	942,697	50.7	14,189	21,089	.0559	.0528
CHAMPAIGN - URBANA - RANTOUL	168.2	167.3	-.5	60.1	-.5	2,500,415	61.6	25,624	41,604	1,255,431	49.1	13,940	20,889	.0730	.0673
Champaign	168.2	167.3	-.5	60.1	-.5	2,500,415	61.6	25,624	41,604	1,255,431	49.1	13,940	20,889	.0730	.0673
CHICAGO	6,029.1	5,978.1	-.8	2,142.5	-1.9	104,623,805	63.0	29,391	48,828	44,645,517	52.2	13,434	20,838	2.7960	2.6070
Cook	5,165.2	5,000.8	-3.2	1,794.9	-4.6	82,437,620	56.1	28,047	45,929	34,980,201	45.6	12,767	19,489	2.3145	2.0747
Du Page	705.9	798.2	13.1	286.5	15.5	18,997,403	96.1	39,050	66,309	8,426,031	84.1	18,452	29,410	.4087	.4551
McHenry	158.0	179.1	13.4	61.1	13.8	3,188,782	86.4	31,864	52,190	1,239,285	69.4	13,622	20,283	.0728	.0772
CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA	*7,956.8*	*7,990.9*	*.4*	*2,818.0*	*-.6*	*130,845,291*	*65.3*	*29,665*	*49,363*	*58,553,905*	*54.2*	*13,996*	*20,778*	*3.6657*	*3.4250*
DAVENPORT - ROCK ISLAND - MOLINE	390.5	395.7	1.3	145.5	1.0	7,200,700	71.6	29,143	49,489	3,050,774	57.2	13,502	21,105	.1834	.1782
Henry	59.3	60.9	2.7	22.1	3.3	1,043,950	75.4	27,811	47,238	342,271	55.4	10,896	16,392	.0250	.0247
Rock Island	165.7	164.3	-.8	61.3	-1.8	3,197,755	69.7	30,190	52,166	1,196,763	49.1	12,862	19,523	.0796	.0755
Scott, Iowa	*165.5*	*170.5*	*3.0*	*62.1*	*3.2*	*2,958,995*	*72.3*	*28,531*	*47,649*	*1,511,740*	*64.8*	*15,235*	*24,344*	*.0788*	*.0780*
DECATUR	132.4	133.2	.6	50.6	1.4	2,349,289	70.7	27,581	46,429	984,669	51.8	12,995	19,460	.0607	.0582
Macon	132.4	133.2	.6	50.6	1.4	2,349,289	70.7	27,581	46,429	984,669	51.8	12,995	19,460	.0607	.0582
EAST ST. LOUIS - BELLEVILLE	295.8	287.4	-2.8	101.1	-1.9	4,057,070	61.6	24,307	40,129	1,797,475	48.1	11,775	17,779	.1162	.1068
Clinton	33.9	36.3	7.1	12.3	7.0	497,943	76.3	24,563	40,483	167,142	64.0	8,865	13,590	.0121	.0124
St. Clair	261.9	251.1	-4.1	88.8	-3.1	3,559,127	59.7	24,331	40,080	1,630,333	46.6	12,141	18,360	.1041	.0944
JOLIET	377.1	406.0	7.7	130.2	5.6	6,649,682	73.6	31,070	51,073	1,873,431	55.8	9,730	14,389	.1533	.1523
Grundy	31.7	32.5	2.5	11.2	-1.8	503,584	59.9	27,631	44,963	207,126	45.0	12,532	18,493	.0138	.0126
Will	345.4	373.5	8.1	119.0	6.3	6,146,098	74.8	31,420	51,648	1,666,305	57.3	9,467	14,003	.1395	.1397
KANKAKEE	104.9	108.2	3.1	39.0	6.0	1,617,148	73.6	25,311	41,465	709,702	56.5	12,324	18,197	.0427	.0418
Kankakee	104.9	108.2	3.1	39.0	6.0	1,617,148	73.6	25,311	41,465	709,702	56.5	12,324	18,197	.0427	.0418
LAKE COUNTY	457.9	481.4	5.1	159.7	6.5	10,100,663	76.5	38,155	63,248	3,615,066	60.8	14,988	22,637	.2325	.2327
Lake	457.9	481.4	5.1	159.7	6.5	10,100,663	76.5	38,155	63,248	3,615,066	60.8	14,988	22,637	.2325	.2327
PEORIA	372.1	382.0	2.7	138.2	1.6	6,916,735	71.5	29,609	50,049	2,853,551	53.0	13,883	20,640	.1761	.1699
Peoria	201.8	204.2	1.2	75.1	-.3	3,684,309	68.2	29,394	49,060	1,682,221	49.5	14,945	22,400	.0985	.0931
Tazewell	135.4	140.0	3.4	50.4	3.1	2,621,588	75.2	30,607	52,016	955,364	55.1	12,596	18,956	.0629	.0620
Woodford	34.9	37.8	8.3	12.7	7.6	610,738	76.4	29,339	48,091	215,966	59.0	11,513	17,005	.0147	.0148

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/82 Total Pop. (Thous.)	12/31/87 Total Pop. (Thous.)	% Change 1982-1987	12/31/87 Total House-holds (Thous.)	% Change 1982-1987	1987 Total EBI ($000)	% Change 1982-1987	Average Household EBI 1982	Average Household EBI 1987	1987 Total Retail Sales ($000)	% Change 1982-1987	Retail Sales Per Household 1982	Retail Sales Per Household 1987	1982	1987
IL. (cont.)															
ROCKFORD	**280.5**	**287.8**	**2.6**	**104.7**	**2.4**	**4,805,347**	**68.2**	**27,955**	**45,896**	**1,982,002**	**55.7**	**12,457**	**18,930**	**.1246**	**.1196**
Boone	29.4	29.9	1.7	10.8	4.9	473,435	69.7	27,083	43,837	148,115	53.9	9,346	13,714	.0116	.0110
Winnebago	251.1	257.9	2.7	93.9	2.2	4,331,912	68.0	28,053	46,133	1,833,887	55.8	12,805	19,530	.1130	.1086
SPRINGFIELD	**192.5**	**198.8**	**3.3**	**78.9**	**3.5**	**3,239,937**	**68.0**	**25,309**	**41,064**	**1,535,676**	**52.1**	**13,249**	**19,464**	**.0884**	**.0844**
Menard	12.3	13.0	5.7	4.7	4.4	177,586	68.0	23,491	37,784	51,011	52.8	7,419	10,853	.0044	.0043
Sangamon	180.2	185.8	3.1	74.2	3.5	3,062,351	68.0	25,423	41,272	1,484,665	52.1	13,615	20,009	.0840	.0801
TOTAL METRO COUNTIES	**9,272.6**	**9,411.9**	**.4**	**3,253.0**	**–.4**	**163,289,541**	**65.4**	**29,320**	**48,700**	**68,543,188**	**53.0**	**13,386**	**20,442**	**4.2992**	**4.0574**
TOTAL STATE	**11,489.5**	**11,542.9**	**.6**	**4,154.0**	**–.1**	**193,388,696**	**65.4**	**28,118**	**46,555**	**81,769,496**	**53.4**	**12,821**	**19,685**	**5.1320**	**4.8487**
INDIANA															
ANDERSON	**138.1**	**134.6**	**–2.5**	**49.4**	**–2.8**	**1,793,308**	**60.9**	**21,947**	**36,302**	**828,063**	**44.3**	**11,296**	**16,762**	**.0531**	**.0483**
Madison	138.1	134.6	–2.5	49.4	–2.8	1,793,308	60.9	21,947	36,302	828,063	44.3	11,296	16,762	.0531	.0483

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION 12/31/82 Total Pop. (Thous.)	12/31/87 Total Pop. (Thous.)	% Change 1982-1987	12/31/87 Total House-holds (Thous.)	% Change 1982-1987	EFFECTIVE BUYING INCOME 1987 Total EBI ($000)	% Change 1982-1987	Average Household EBI 1982	Average Household EBI 1987	RETAIL SALES 1987 Total Retail Sales ($000)	% Change 1982-1987	Retail Sales Per Household 1982	Retail Sales Per Household 1987	BUYING POWER INDEX 1982	BUYING POWER INDEX 1987
IN (cont.)															
BLOOMINGTON	**101.3**	**105.2**	**3.8**	**37.4**	**3.6**	**1,480,397**	**76.7**	**23,209**	**39,583**	**662,953**	**62.4**	**11,306**	**17,726**	**.0392**	**.0391**
Monroe	101.3	105.2	3.8	37.4	3.6	1,480,397	76.7	23,209	39,583	662,953	62.4	11,306	17,726	.0392	.0391
ELKHART - GOSHEN	**139.6**	**144.3**	**3.4**	**51.4**	**2.6**	**1,972,615**	**70.8**	**23,052**	**38,378**	**1,269,339**	**67.4**	**15,137**	**24,695**	**.0592**	**.0586**
Elkhart	139.6	144.3	3.4	51.4	2.6	1,972,615	70.8	23,052	38,378	1,269,339	67.4	15,137	24,695	.0592	.0586
EVANSVILLE	**282.1**	**295.5**	**4.8**	**111.2**	**4.4**	**4,359,079**	**74.8**	**23,418**	**39,200**	**2,337,604**	**68.9**	**12,994**	**21,022**	**.1194**	**.1201**
Posey	27.8	30.7	10.4	10.2	5.2	367,603	73.0	21,907	36,040	109,782	58.3	7,151	10,763	.0091	.0092
Vanderburgh	166.8	168.7	1.1	66.4	.9	2,719,410	71.3	24,132	40,955	1,622,349	64.7	14,971	24,433	.0778	.0762
Warrick	45.5	50.5	11.0	17.3	12.3	658,169	82.7	23,397	38,044	202,969	72.5	7,642	11,732	.0154	.0163
Henderson, Ky.	*42.0*	*45.6*	*8.6*	*17.3*	*10.9*	*613,897*	*84.2*	*21,369*	*35,485*	*402,504*	*90.1*	*13,573*	*23,266*	*.0171*	*.0184*
FORT WAYNE	**357.7**	**363.1**	**1.5**	**127.3**	**-1.4**	**5,109,464**	**64.4**	**24,079**	**40,137**	**2,708,880**	**54.9**	**13,549**	**21,279**	**.1500**	**.1415**
Allen	296.8	301.1	1.4	106.6	-1.2	4,393,971	65.1	24,672	41,219	2,390,309	55.3	14,267	22,423	.1288	.1218
De Kalb	34.1	34.5	1.2	11.5	-2.5	402,534	60.3	21,275	35,003	169,963	45.3	9,914	14,779	.0119	.0110
Whitley	26.8	27.5	2.6	9.2	-2.1	312,959	60.2	20,788	34,017	148,608	60.2	9,870	16,153	.0093	.0087
GARY - HAMMOND	**641.7**	**654.6**	**2.0**	**222.2**	**1.2**	**9,451,868**	**68.3**	**25,593**	**42,538**	**4,910,466**	**64.2**	**13,625**	**22,099**	**.2661**	**.2587**
Lake	512.9	506.7	-1.2	173.2	-1.8	7,097,614	62.2	24,814	40,979	4,176,938	62.4	14,593	24,116	.2150	.2034
Porter	128.8	147.9	14.8	49.0	13.4	2,354,254	89.4	28,776	48,046	733,528	75.5	9,675	14,970	.0511	.0553
INDIANAPOLIS	**1,179.2**	**1,211.8**	**2.7**	**445.1**	**2.4**	**18,753,988**	**71.7**	**25,136**	**42,134**	**10,563,086**	**68.8**	**14,469**	**23,732**	**.5243**	**.5197**
Boone	38.1	42.3	11.0	14.6	9.0	592,486	80.0	24,565	40,581	324,640	90.7	12,702	22,236	.0156	.0167
Hamilton	90.1	103.8	15.2	34.5	13.1	1,634,107	85.7	28,844	47,365	559,613	94.7	9,426	16,221	.0358	.0394
Hancock	46.1	50.1	8.7	16.7	7.7	701,459	78.2	25,393	42,004	237,052	85.0	8,265	14,195	.0165	.0173
Hendricks	73.9	81.9	10.8	26.7	9.4	1,143,970	79.9	26,065	42,845	412,072	81.3	9,313	15,433	.0272	.0286
Johnson	81.6	90.6	11.0	31.0	12.[illegible]	1,328,639	87.3	25,703	42,859	650,826	88.9	12,486	20,994	.0328	.0356
Marion	755.5	745.0	-1.4	287.7	-1.1	12,116,934	66.9	24,960	42,117	7,819,771	62.8	16,522	27,180	.3630	.3487
Morgan	53.7	56.7	5.6	19.5	7.1	717,938	75.5	22,474	36,817	287,340	77.7	8,887	14,735	.0184	.0188
Shelby	40.2	40.6	1.0	14.4	1.4	518,367	67.8	21,758	35,998	271,772	65.7	11,552	18,873	.0150	.0146
KOKOMO	**103.7**	**102.5**	**-1.2**	**38.2**	**-.3**	**1,445,023**	**64.2**	**22,984**	**37,828**	**741,873**	**49.3**	**12,978**	**19,421**	**.0427**	**.0397**
Howard	87.0	85.8	-1.4	32.0	-.3	1,218,878	64.2	23,123	38,090	659,377	47.6	13,916	20,606	.0367	.0340
Tipton	16.7	16.7	.0	6.2	.0	226,145	63.9	22,259	36,475	82,496	63.8	8,122	13,306	.0060	.0057

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION 12/31/82 Total Pop. (Thous.)	12/31/87 Total Pop. (Thous.)	% Change 1982-1987	12/31/87 Total House-holds (Thous.)	% Change 1982-1987	EFFECTIVE BUYING INCOME 1987 Total EBI ($000)	% Change 1982-1987	Average Household EBI 1982	Average Household EBI 1987	RETAIL SALES 1987 Total Retail Sales ($000)	% Change 1982-1987	Retail Sales Per Household 1982	Retail Sales Per Household 1987	BUYING POWER INDEX 1982	BUYING POWER INDEX 1987
IN (cont.)															
LAFAYETTE	123.5	127.1	2.9	43.7	2.3	1,920,913	73.7	25,893	43,957	941,138	62.8	13,539	21,536	.0519	.0513
Tippecanoe	123.5	127.1	2.9	43.7	2.3	1,920,913	73.7	25,893	43,957	941,138	62.8	13,539	21,536	.0519	.0513
MUNCIE	126.6	125.5	–.9	44.4	–1.6	1,614,789	63.8	21,857	36,369	990,017	64.1	13,379	22,298	.0500	.0477
Delaware	126.6	125.5	–.9	44.4	–1.6	1,614,789	63.8	21,857	36,369	990,017	64.1	13,379	22,298	.0500	.0477
SOUTH BEND - MISHAWAKA	238.8	237.3	–.6	88.3	.3	3,602,084	69.0	24,222	40,794	2,041,243	73.3	13,385	23,117	.1018	.1005
St. Joseph	238.8	237.3	–.6	88.3	.3	3,602,084	69.0	24,222	40,794	2,041,243	73.3	13,385	23,117	.1018	.1005
TERRE HAUTE	136.5	138.3	1.3	51.0	1.4	1,822,956	70.0	21,323	35,744	1,494,875	71.0	17,384	29,311	.0603	.0597
Clay	25.1	25.6	2.0	9.3	–1.1	308,307	66.0	19,762	33,151	202,324	74.9	12,309	21,755	.0096	.0094
Vigo	111.4	112.7	1.2	41.7	2.0	1,514,649	70.8	21,681	36,323	1,292,551	70.4	18,551	30,996	.0507	.0503
TOTAL METRO COUNTIES	3,746.2	3,826.2	2.1	1,373.1	1.5	55,667,587	69.8	24,242	40,556	30,542,509	64.8	13,704	22,243	1.5826	1.5489
TOTAL STATE	5,544.1	5,665.7	2.2	2,026.0	1.5	78,327,142	69.6	23,152	38,661	41,743,078	64.9	12,609	20,404	2.2298	2.1819
IOWA															
CEDAR RAPIDS	171.2	175.2	2.3	66.2	2.8	3,104,928	72.3	27,983	46,902	1,423,378	61.4	13,698	21,501	.0802	.0787
Linn	171.2	175.2	2.3	66.2	2.8	3,104,928	72.3	27,983	46,902	1,423,378	61.4	13,698	21,501	.0802	.0787
DAVENPORT - ROCK ISLAND - MOLINE	390.5	395.7	1.3	145.5	1.8	7,200,700	71.6	29,143	49,089	3,070,774	57.2	13,542	21,105	.1834	.1782
Scott	165.5	170.5	3.0	62.1	3.2	2,958,995	72.3	28,531	47,649	1,511,740	64.8	15,235	24,344	.0788	.0780
Henry, Ill.	*59.3*	*60.9*	*2.7*	*22.1*	*3.3*	*1,043,950*	*75.4*	*27,811*	*47,238*	*362,271*	*55.4*	*10,896*	*16,392*	*.0250*	*.0247*
Rock Island, Ill.	*165.7*	*164.3*	*–.8*	*61.3*	*–1.8*	*3,197,755*	*69.7*	*30,190*	*52,166*	*1,196,763*	*49.1*	*12,862*	*19,523*	*.0796*	*.0755*
DES MOINES	375.9	384.5	2.3	149.7	3.6	7,043,836	74.4	27,935	47,053	3,687,358	64.9	15,471	24,632	.1862	.1851
Dallas	30.5	32.0	4.9	12.0	5.3	501,437	74.6	25,190	41,786	176,141	59.8	9,672	14,678	.0122	.0122
Polk	308.5	312.7	1.4	124.0	2.8	5,879,944	73.1	28,159	47,419	3,324,546	64.9	16,721	26,811	.1596	.1577
Warren	36.9	39.8	7.9	13.7	9.6	662,455	85.8	28,516	48,354	186,671	71.5	8,706	13,626	.0144	.0152
DUBUQUE	94.5	94.0	–.5	31.8	1.3	1,327,942	66.1	25,469	41,759	803,175	59.6	16,026	25,257	.0403	.0383
Dubuque	94.5	94.0	–.5	31.8	1.3	1,327,942	66.1	25,469	41,759	803,175	59.6	16,026	25,257	.0403	.0383

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the oddball.

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The oddball situation of the Des Moines Register in Iowa has just been confirmed by the newest Scarborough study*.

Although the Des Moines metro market doesn't make the top 100, the study ranks our statewide daily audience 28th among all newspaper markets in the U.S. Sundays, we look even better — we rank a solid 21st.

So, when you're buying the top 50 ADI markets, don't overlook the Des Moines Register. The oddball newspaper market. It's got the audience you need to rack up sales. Scarborough confirms it.

The Des Moines Register

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*Source: Scarborough's National Newspaper Audience Ratings Study, 1983.
Represented nationally by CWO&O

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION 12/31/82 Total Pop. (Thous.)	POPULATION 12/31/87 Total Pop. (Thous.)	POPULATION % Change 1982-1987	POPULATION 12/31/87 Total Households (Thous.)	POPULATION % Change 1982-1987	EFFECTIVE BUYING INCOME 1987 Total EBI ($000)	EFFECTIVE BUYING INCOME % Change 1982-1987	EFFECTIVE BUYING INCOME Average Household EBI 1982	EFFECTIVE BUYING INCOME Average Household EBI 1987	RETAIL SALES 1987 Total Retail Sales ($000)	RETAIL SALES % Change 1982-1987	RETAIL SALES Retail Sales Per Household 1982	RETAIL SALES Retail Sales Per Household 1987	BUYING POWER INDEX 1982	BUYING POWER INDEX 1987
IA (cont.)															
IOWA CITY	**84.4**	**89.4**	**5.9**	**33.2**	**3.4**	**1,591,718**	**78.0**	**27,857**	**47,943**	**822,079**	**76.1**	**14,540**	**24,761**	**.0405**	**.0418**
Johnson	84.4	89.4	5.9	33.2	3.4	1,591,718	78.0	27,857	47,943	822,079	76.1	14,540	24,761	.0405	.0418
SIOUX CITY	**118.2**	**119.3**	**.9**	**43.9**	**.5**	**1,805,358**	**67.3**	**24,700**	**41,124**	**986,121**	**62.6**	**13,864**	**22,443**	**.0514**	**.0497**
Woodbury	100.5	99.5	−1.0	36.7	−1.9	1,532,642	65.4	24,772	41,761	827,743	58.6	13,957	22,354	.0441	.0420
Dakota, Neb.	*17.7*	*19.8*	*11.9*	*7.2*	*14.3*	*272,716*	*78.4*	*24,271*	*37,877*	*158,378*	*88.8*	*13,312*	*21,997*	*.0073*	*.0077*
WATERLOO - CEDAR FALLS	**164.9**	**170.3**	**3.3**	**59.8**	**1.5**	**2,853,950**	**71.1**	**28,335**	**47,725**	**1,352,316**	**57.9**	**14,337**	**22,614**	**.0760**	**.0738**
Black Hawk	139.4	143.2	2.7	50.5	1.0	2,453,729	70.5	28,786	48,589	1,213,135	57.7	15,389	24,022	.0662	.0641
Bremer	25.5	27.1	6.3	9.3	4.5	400,221	74.8	25,731	43,035	139,181	60.4	9,750	14,966	.0098	.0097
TOTAL METRO COUNTIES	**1,243.4**	**1,270.0**	**2.1**	**470.9**	**2.2**	**21,739,083**	**72.0**	**27,447**	**46,165**	**11,124,461**	**63.0**	**14,742**	**23,434**	**.5829**	**.5737**
TOTAL STATE	**2,943.7**	**2,967.2**	**.8**	**1,091.6**	**.1**	**44,304,661**	**67.8**	**24,268**	**40,440**	**22,637,479**	**60.7**	**12,918**	**20,738**	**1.3487**	**1.2904**
KANSAS															
KANSAS CITY	**531.4**	**562.8**	**5.9**	**209.4**	**6.9**	**9,825,757**	**68.6**	**29,749**	**46,920**	**5,290,616**	**74.6**	**15,467**	**25,266**	**.2624**	**.2623**
Johnson	283.7	316.3	11.5	120.4	13.5	6,572,596	76.4	35,113	54,590	3,820,326	89.8	18,969	31,730	.1649	.1752
Leavenworth	56.0	58.1	3.8	19.0	6.1	806,825	65.3	27,262	42,464	238,774	53.8	8,674	12,567	.0203	.0193
Miami	22.4	22.6	.9	8.3	2.5	290,731	56.8	22,894	35,028	100,241	49.9	8,257	12,077	.0080	.0074
Wyandotte	169.3	165.8	−2.1	61.7	−3.3	2,155,605	50.9	22,395	34,937	1,131,275	42.2	12,466	18,335	.0692	.0604
LAWRENCE	**70.5**	**75.2**	**6.7**	**27.4**	**7.0**	**1,039,637**	**68.3**	**24,125**	**37,943**	**466,759**	**58.5**	**11,501**	**17,035**	**.0283**	**.0276**
Douglas	70.5	75.2	6.7	27.4	7.0	1,039,637	68.3	24,125	37,943	466,759	58.5	11,501	17,035	.0283	.0276
TOPEKA	**155.7**	**160.5**	**3.1**	**64.5**	**5.4**	**2,907,587**	**72.4**	**27,559**	**45,079**	**1,223,190**	**57.8**	**13,699**	**20,515**	**.0751**	**.0735**
Shawnee	155.7	160.5	3.1	64.5	5.4	2,907,587	72.4	27,559	45,079	1,223,190	57.8	13,699	20,515	.0751	.0735
WICHITA	**422.2**	**449.9**	**6.6**	**175.4**	**7.5**	**8,758,804**	**82.5**	**29,427**	**49,936**	**4,151,504**	**75.9**	**14,470**	**23,669**	**.2110**	**.2207**
Butler	47.1	53.0	12.5	18.9	9.9	730,336	69.6	25,043	38,642	339,755	84.1	10,731	17,976	.0190	.0195
Sedgwick	375.1	396.9	5.8	156.5	7.3	8,028,468	83.8	29,944	51,300	3,811,749	75.2	14,911	24,356	.1920	.2012
TOTAL METRO COUNTIES	**1,179.8**	**1,248.4**	**5.8**	**476.7**	**6.9**	**22,531,785**	**74.2**	**29,000**	**47,266**	**11,222,073**	**72.2**	**14,632**	**23,542**	**.5768**	**.5841**
TOTAL STATE	**2,415.1**	**2,518.7**	**4.3**	**955.7**	**4.4**	**38,934,794**	**67.9**	**25,301**	**40,740**	**16,975,683**	**65.3**	**12,538**	**19,855**	**1.0843**	**1.0319**

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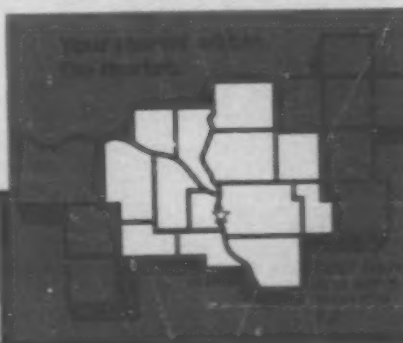
*S&MM 1983 Retail Sales Estimates.



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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

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KENTUCKY															
CLARKSVILLE - HOPKINSVILLE	158.5	173.5	9.5	54.6	7.5	1,986,409	77.9	21,985	36,381	1,031,353	63.6	12,413	18,889	.0564	.0573
Christian	69.6	73.2	5.2	21.1	1.4	764,322	70.6	21,534	36,224	418,066	58.4	12,685	19,814	.0234	.0229
Montgomery, Tenn.	*88.9*	*100.3*	*12.8*	*33.5*	*11.7*	*1,222,087*	*82.7*	*22,298*	*36,480*	*613,287*	*67.2*	*12,224*	*18,307*	*.0330*	*.0344*
HUNTINGTON - ASHLAND	341.7	353.7	3.5	125.0	1.4	4,295,805	68.6	20,668	34,366	2,625,568	71.5	12,415	21,886	.1300	.1285
Boyd	55.7	56.3	1.1	21.0	1.4	743,915	58.5	21,326	35,425	558,813	73.6	15,553	26,610	.0238	.0235
Carter	26.2	27.9	6.5	9.0	3.4	257,814	74.5	16,979	28,646	176,118	80.5	11,214	19,569	.0084	.0084
Greenup	40.4	43.0	6.4	13.8	2.2	481,420	68.3	21,185	34,886	145,069	68.5	6,377	10,512	.0125	.0123
Lawrence, Ohio	*65.8*	*68.8*	*4.6*	*24.4*	*4.7*	*887,064*	*75.7*	*21,673*	*36,355*	*316,781*	*56.5*	*8,685*	*12,983*	*.0228*	*.0226*
Cabell, W. Va.	*105.5*	*106.0*	*.5*	*39.7*	*–2.0*	*1,353,888*	*62.0*	*20,633*	*34,103*	*1,165,348*	*71.9*	*16,734*	*29,354*	*.0467*	*.0455*
Wayne, W. Va.	*48.1*	*51.7*	*7.5*	*17.1*	*3.0*	*571,704*	*71.9*	*20,038*	*33,433*	*263,439*	*81.6*	*8,740*	*15,406*	*.0158*	*.0162*
LEXINGTON-FAYETTE	327.9	345.4	5.3	126.7	4.7	5,084,012	76.6	23,791	40,126	3,541,217	82.9	15,998	27,950	.1474	.1532
Bourbon	19.4	19.7	1.5	7.3	4.3	222,565	72.5	18,431	30,488	114,246	82.8	8,928	15,650	.0063	.0064
Clark	29.3	30.3	3.4	10.7	1.9	397,957	70.9	22,174	37,192	288,793	80.1	15,272	26,990	.0123	.0124
Fayette	209.7	221.0	5.4	84.5	5.4	3,506,483	77.8	24,588	41,497	2,818,532	84.5	19,045	33,355	.1051	.1102
Jessamine	28.4	31.2	9.9	9.7	4.3	379,629	76.6	23,118	39,137	160,730	78.5	9,684	16,570	.0099	.0102
Scott	22.7	24.4	7.5	8.4	9.1	302,916	84.3	21,340	36,061	87,934	73.0	6,602	10,468	.0072	.0075
Woodford	18.4	18.8	2.2	6.1	–3.2	274,462	65.8	26,280	44,994	70,982	58.9	7,089	11,636	.0066	.0065
LOUISVILLE	963.2	978.5	1.6	358.3	1.4	14,139,946	70.7	23,447	39,464	8,466,773	74.6	13,723	23,630	.4054	.4052
Bullitt	47.5	53.6	12.8	16.3	13.2	596,440	88.4	21,982	36,591	107,834	83.3	4,085	6,616	.0128	.0140
Jefferson	676.4	664.0	–1.8	254.0	–.9	10,144,662	66.8	23,720	39,940	6,770,513	75.4	15,053	26,656	.3032	.2989
Oldham	31.3	40.4	29.1	11.3	24.2	564,829	110.0	29,561	49,985	167,704	98.3	9,292	14,841	.0112	.0135
Shelby	24.4	26.8	9.8	9.0	8.4	345,910	83.0	22,776	38,434	150,471	74.9	10,367	16,719	.0088	.0092
Clark, Ind.	*91.7*	*93.9*	*2.4*	*33.7*	*2.4*	*1,213,517*	*71.0*	*21,567*	*36,009*	*734,982*	*59.9*	*13,974*	*21,810*	*.0367*	*.0358*
Floyd, Ind.	*62.6*	*67.2*	*7.3*	*23.6*	*5.4*	*907,852*	*77.6*	*22,822*	*38,468*	*403,404*	*80.9*	*9,957*	*17,093*	*.0233*	*.0241*
Harrison, Ind.	*29.3*	*32.6*	*11.3*	*10.4*	*6.1*	*366,736*	*77.3*	*21,103*	*35,263*	*131,865*	*72.0*	*7,825*	*12,679*	*.0094*	*.0097*
OWENSBORO	86.9	91.1	4.8	32.6	3.5	1,206,403	74.0	22,014	37,006	869,868	79.2	15,406	26,683	.0367	.0375
Daviess	86.9	91.1	4.8	32.6	3.5	1,206,403	74.0	22,014	37,006	869,868	79.2	15,406	26,683	.0367	.0375
TOTAL METRO COUNTIES	1,697.9	1,749.7	3.1	629.6	2.4	24,772,362	72.4	23,378	39,346	15,700,179	78.6	14,305	24,937	.7166	.7267
TOTAL STATE	3,750.3	3,915.4	4.4	1,276.2	3.7	48,577,060	74.7	20,965	35,298	29,757,996	78.8	12,534	21,623	1.4156	1.4481
LOUISIANA															
ALEXANDRIA	139.7	148.1	6.0	52.0	9.0	1,845,985	74.0	22,239	35,500	977,930	69.3	12,113	18,806	.0520	.0526
Rapides	139.7	148.1	6.0	52.0	9.0	1,845,985	74.0	22,239	35,500	977,930	69.3	12,113	18,806	.0520	.0526
BATON ROUGE	528.5	600.3	13.6	202.8	12.4	9,202,390	85.1	27,540	45,377	4,180,593	72.4	13,435	20,614	.2259	.2392
Ascension	53.9	64.6	19.9	19.9	17.1	888,130	93.4	27,019	44,630	398,517	74.2	13,454	20,026	.0214	.0235
East Baton Rouge	388.9	433.9	11.6	151.8	11.2	6,970,147	82.9	27,919	45,917	3,469,985	71.8	14,795	22,859	.1762	.1845
Livingston	65.9	80.0	21.4	24.9	18.6	1,066,799	97.4	25,737	42,843	242,079	77.6	6,490	9,722	.0219	.0247
West Baton Rouge	19.8	21.8	10.1	6.2	3.3	277,314	73.0	26,711	44,728	70,012	73.4	6,729	11,292	.0064	.0065
HOUMA - THIBODAUX	187.0	209.5	12.0	69.4	15.1	3,294,289	91.7	28,504	47,468	1,733,683	90.5	15,089	24,981	.0803	.0891
Lafourche	86.6	96.8	11.8	31.7	14.4	1,460,123	90.0	27,737	46,061	683,567	91.2	12,904	21,564	.0348	.0384
Terrebonne	100.4	112.7	12.3	37.7	15.6	1,834,166	93.0	29,157	48,652	1,050,116	90.1	16,946	27,855	.0455	.0507
LAFAYETTE	205.2	239.0	16.5	84.1	19.3	4,105,563	99.2	29,234	48,818	2,202,178	99.8	15,632	26,185	.0951	.1100
Lafayette	162.3	189.3	16.6	68.7	20.1	3,505,377	100.3	30,588	51,024	2,035,274	101.2	17,688	29,626	.0818	.0952
St. Martin	42.9	49.7	15.9	15.4	15.8	600,186	92.8	23,408	38,973	166,904	84.7	6,794	10,838	.0133	.0148

Coming in January

Don't miss **Sales & Marketing Management's Annual Awards Issue.** Read about the best in the business as S&MM salutes the innovators and achievers in sales and marketing.

Published: **January 16.** Ads close: **December 26.**

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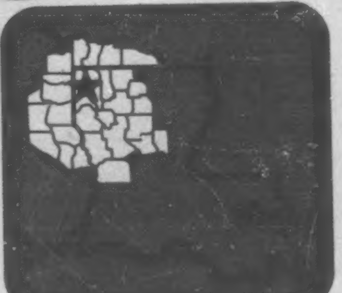
S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/82 Total Pop. (Thous.)	12/31/87 Total Pop. (Thous.)	% Change 1982-1987	12/31/87 Total House-holds (Thous.)	% Change 1982-1987	1987 Total EBI ($000)	% Change 1982-1987	Average Household EBI 1982	1987	1987 Total Retail Sales ($000)	% Change 1982-1987	Retail Sales Per Household 1982	1987	1982	1987
LA (cont.)															
LAKE CHARLES	173.5	195.0	12.4	69.9	15.2	3,027,870	88.1	26,523	43,317	1,671,310	90.8	14,429	23,910	.0759	.0833
Calcasieu	173.5	195.0	12.4	69.9	15.2	3,027,870	88.1	26,523	43,317	1,671,310	90.8	14,429	23,910	.0759	.0833
MONROE	145.0	154.3	6.4	52.9	4.8	1,835,552	63.9	22,183	34,699	1,073,533	58.5	13,416	20,294	.0567	.0543
Ouachita	145.0	154.3	6.4	52.9	4.8	1,835,552	63.9	22,183	34,699	1,073,533	58.5	13,416	20,294	.0567	.0543
NEW ORLEANS	1,304.9	1,399.2	7.2	516.9	9.3	26,926,159	77.8	24,990	40,484	10,098,765	70.5	12,522	19,537	.5459	.5569
Jefferson	478.8	525.9	9.8	192.4	12.5	8,874,237	84.1	28,196	46,124	4,993,981	81.8	16,063	25,956	.2271	.2420
Orleans	558.6	554.2	-.8	217.3	1.5	7,023,497	56.2	21,006	32,322	3,648,057	53.0	11,144	16,788	.2165	.1980
St. Bernard	67.4	73.3	8.8	24.5	9.4	984,530	73.4	25,343	40,185	322,190	60.2	8,981	13,151	.0244	.0243
St. Charles	39.7	44.7	12.6	14.9	15.5	716,328	90.4	29,164	48,076	195,097	92.3	7,864	13,094	.0148	.0165
St. John the Baptist	35.1	40.4	15.1	12.1	14.2	603,422	91.5	29,731	49,870	135,296	70.6	7,481	11,181	.0125	.0136
St. Tammany	125.3	160.7	28.3	55.7	32.3	2,724,145	118.9	29,560	48,907	804,144	96.3	9,728	14,437	.0506	.0625
SHREVEPORT	341.9	367.2	7.4	133.4	7.5	5,440,301	74.5	25,119	40,782	2,626,858	66.3	12,731	19,692	.1442	.1450
Bossier	84.4	93.6	10.9	32.5	12.5	1,196,213	73.1	23,910	36,807	450,381	72.6	9,030	13,858	.0303	.0308
Caddo	257.5	273.6	6.3	100.9	6.0	4,244,088	74.9	25,486	42,062	2,176,477	65.0	13,855	21,571	.1139	.1142
TOTAL METRO COUNTIES	3,025.7	3,312.6	9.5	1,181.4	10.7	49,678,109	80.8	25,747	42,080	24,564,850	74.6	13,184	20,793	1.2760	1.3304
TOTAL STATE	4,373.4	4,752.2	8.7	1,642.3	9.6	66,010,878	78.7	24,354	39,711	31,819,403	73.2	12,113	19,142	1.7268	1.7831
MAINE															
BANGOR	138.4	143.3	3.5	48.6	2.1	1,665,790	63.2	21,445	34,276	1,326,854	76.1	15,833	27,302	.0561	.0553
Penobscot	138.4	143.3	3.5	48.6	2.1	1,665,790	63.2	21,445	34,276	1,326,854	76.1	15,833	27,302	.0561	.0553
LEWISTON - AUBURN	100.6	102.9	2.3	37.8	3.3	1,254,842	66.7	20,569	33,197	903,424	79.0	13,792	23,900	.0399	.0396
Androscoggin	100.6	102.9	2.3	37.8	3.3	1,254,842	66.7	20,569	33,197	903,424	79.0	13,792	23,900	.0399	.0396
PORTLAND	219.4	227.8	3.8	86.0	4.2	3,521,927	76.6	24,169	40,953	2,877,037	85.2	18,831	33,454	.1072	.1119
Cumberland	219.4	227.8	3.8	86.0	4.2	3,521,927	76.6	24,169	40,953	2,877,037	85.2	18,831	33,454	.1072	.1119
TOTAL METRO COUNTIES	458.4	474.0	3.4	172.4	3.4	6,442,559	71.0	22,601	37,270	5,107,315	81.6	16,869	29,625	.2032	.2068
TOTAL STATE	1,148.3	1,190.9	3.7	436.5	4.8	15,368,165	72.2	21,423	35,258	10,181,885	79.6	13,609	23,326	.4587	.4665

ARK-LA-TEX



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AGENT FOR

The Times Shreveport Journal

SHREVEPORT

LEADING CITY IN THE ARK-LA-TEX

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As the big second market in Louisiana, **SHREVEPORT** is the dominating city for 984,200 people in 351,000 households with effective buying income of 8.05 billion and producing retail sales of 3.96 billion. Be sure that the **TIMES-JOURNAL** are included in your next advertising schedule — the dominant medium in the market.

CIRCULATION:

M&E 113,274 MORNING 83,983
SUNDAY 118,612 EVENING 29,291

ABC AUDIT REPORT ENDING DEC. 26, 1982
Represented by Gannett Newspaper
Advertising Sales
Sales & Mkt. Mgt. July 1983

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION 12/31/82 Total Pop. (Thous.)	12/31/87 Total Pop. (Thous.)	% Change 1982-1987	12/31/87 Total House-holds (Thous.)	% Change 1982-1987	EFFECTIVE BUYING INCOME 1987 Total EBI ($000)	% Change 1982-1987	Average Household EBI 1982	Average Household EBI 1987	RETAIL SALES 1987 Total Retail Sales ($000)	% Change 1982-1987	Retail Sales Per Household 1982	Retail Sales Per Household 1987	BUYING POWER INDEX 1982	BUYING POWER INDEX 1987
MARYLAND															
BALTIMORE	**2,223.8**	**2,254.2**	**1.4**	**814.7**	**2.2**	**34,937,825**	**65.8**	**26,430**	**42,884**	**17,494,464**	**66.0**	**13,213**	**21,474**	**.9634**	**.9330**
Anne Arundel	390.7	414.4	6.1	143.4	8.6	7,163,413	77.1	30,642	49,954	3,605,395	79.9	15,186	25,142	.1814	.1877
Baltimore	658.6	673.4	2.2	260.3	4.7	11,885,639	64.6	29,038	45,661	7,597,133	70.2	17,952	29,186	.3445	.3362
Baltimore city	755.3	699.3	−7.4	252.0	−8.6	8,279,972	48.6	20,214	32,857	3,676,138	44.1	9,253	14,588	.2626	.2270
Carroll	103.8	118.3	14.0	38.9	15.1	1,733,195	83.0	28,014	44,555	592,880	68.9	10,382	15,241	.0403	.0425
Harford	153.3	163.6	6.7	54.0	7.4	2,532,837	74.9	28,786	46,904	933,969	67.5	11,088	17,296	.0616	.0623
Howard	134.7	154.1	14.4	55.8	17.5	3,004,391	84.8	34,223	53,842	978,492	82.6	11,282	17,536	.0637	.0686
Queen Anne's	27.4	31.1	13.5	10.3	8.4	338,378	55.3	22,931	32,852	110,457	52.4	7,629	10,724	.0093	.0087
CUMBERLAND	**106.7**	**107.4**	**.7**	**40.0**	**1.5**	**1,231,889**	**58.2**	**19,763**	**30,797**	**667,468**	**56.4**	**10,834**	**16,687**	**.0386**	**.0360**
Allegany	78.6	77.4	−1.5	29.4	−.3	883,061	51.6	19,743	30,036	548,398	50.8	12,325	18,653	.0300	.0270
Mineral, W. Va.	*28.1*	*30.0*	*6.8*	*10.6*	*7.1*	*348,828*	*77.8*	*19,821*	*32,908*	*119,070*	*88.2*	*6,389*	*11,233*	*.0086*	*.0090*
HAGERSTOWN	**114.3**	**115.9**	**1.4**	**41.6**	**.5**	**1,382,250**	**49.1**	**22,395**	**33,227**	**919,465**	**48.5**	**14,956**	**22,103**	**.0480**	**.0427**
Washington	114.3	115.9	1.4	41.6	.5	1,382,250	49.1	22,395	33,227	919,465	48.5	14,956	22,103	.0480	.0427
TOTAL METRO COUNTIES	**3,971.1**	**4,062.0**	**2.3**	**1,469.7**	**3.7**	**69,593,294**	**68.8**	**29,878**	**47,252**	**35,147,538**	**69.3**	**14,645**	**23,915**	**1.8561**	**1.8284**
TOTAL STATE	**4,278.1**	**4,385.0**	**2.5**	**1,586.4**	**3.8**	**73,495,722**	**68.5**	**28,542**	**46,329**	**37,555,560**	**68.8**	**14,559**	**23,673**	**1.9785**	**1.9459**
MASSACHUSETTS															
BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON	**3,656.5**	**3,647.6**	**−.2**	**1,352.3**	**1.3**	**63,750,866**	**66.4**	**28,488**	**47,143**	**34,239,359**	**77.1**	**14,484**	**25,319**	**1.7231**	**1.7020**
Essex	635.5	647.1	1.8	243.4	3.1	11,082,856	70.0	27,619	45,534	6,365,218	80.3	14,962	26,151	.3010	.3036
Middlesex	1,359.6	1,350.3	−.7	493.1	.8	25,220,935	66.4	30,982	51,148	12,483,197	76.7	14,441	25,316	.6583	.6487
Norfolk	608.4	603.7	−.8	218.1	1.0	12,003,059	69.3	32,839	55,035	6,010,418	78.5	15,600	27,558	.3074	.3068
Plymouth	428.7	453.8	5.9	155.5	7.8	6,529,115	67.1	27,100	41,988	3,865,066	83.0	14,644	24,856	.1842	.1865
Suffolk	624.3	592.7	−5.1	242.2	−3.0	8,914,901	58.4	22,536	36,808	5,515,460	69.0	13,061	22,772	.2722	.2564
NEW BEDFORD - FALL RIVER - ATTLEBORO	**484.9**	**499.3**	**3.0**	**177.7**	**2.1**	**6,659,053**	**63.3**	**23,418**	**37,474**	**4,084,997**	**76.1**	**13,323**	**22,988**	**.1988**	**.1957**
Bristol	484.9	499.3	3.0	177.7	2.1	6,659,053	63.3	23,418	37,474	4,084,997	76.1	13,323	22,988	.1988	.1957
PITTSFIELD	**143.6**	**140.1**	**−2.4**	**53.7**	**.0**	**2,241,041**	**65.8**	**25,163**	**41,733**	**1,501,691**	**75.7**	**15,914**	**27,964**	**.0667**	**.0656**
Berkshire	143.6	140.1	−2.4	53.7	.0	2,241,041	65.8	25,163	41,733	1,501,691	75.7	15,914	27,964	.0667	.0656
SPRINGFIELD	**582.1**	**578.5**	**−.6**	**211.3**	**1.1**	**8,082,401**	**57.7**	**24,532**	**38,251**	**5,325,710**	**71.5**	**14,868**	**25,204**	**.2527**	**.2410**
Hampden	439.7	432.9	−1.5	162.1	.2	5,854,933	52.3	23,781	36,119	4,205,041	68.4	15,439	25,941	.1943	.1812
Hampshire	142.4	145.6	2.2	49.2	4.2	2,227,468	74.1	27,103	45,274	1,120,669	83.8	12,915	22,778	.0584	.0598
WORCESTER - FITCHBURG - LEOMINSTER	**652.1**	**654.4**	**.4**	**240.0**	**2.3**	**10,043,821**	**65.0**	**25,946**	**41,849**	**5,603,949**	**72.1**	**13,883**	**23,350**	**.2849**	**.2780**
Worcester	652.1	654.4	.4	240.0	2.3	10,043,821	65.0	25,946	41,849	5,603,949	72.1	13,883	23,350	.2849	.2780
TOTAL METRO COUNTIES	**5,519.2**	**5,519.9**	**.0**	**2,035.0**	**1.4**	**90,777,182**	**65.2**	**27,383**	**44,608**	**50,755,706**	**75.8**	**14,391**	**24,941**	**2.5262**	**2.4823**
TOTAL STATE	**5,765.0**	**5,785.6**	**.4**	**2,143.0**	**1.8**	**94,910,130**	**65.5**	**27,230**	**44,288**	**53,758,175**	**76.2**	**14,490**	**25,085**	**2.6472**	**2.6072**

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The Washington Post

For more information call Nick Cannistaro, Vice President-Marketing (202) 334-4171.

Sources: current Audit Bureau of Circulations reports; Sales & Marketing Management "Survey of Buying Power," 1983.

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION 12/31/82 Total Pop. (Thous.)	12/31/87 Total Pop. (Thous.)	% Change 1982–1987	12/31/87 Total House-holds (Thous.)	% Change 1982–1987	EFFECTIVE BUYING INCOME 1987 Total EBI ($000)	% Change 1982–1987	Average Household EBI 1982	Average Household EBI 1987	RETAIL SALES 1987 Total Retail Sales ($000)	% Change 1982–1987	Retail Sales Per Household 1982	Retail Sales Per Household 1987	BUYING POWER INDEX 1982	BUYING POWER INDEX 1987
MICHIGAN															
ANN ARBOR	**270.3**	**278.0**	**2.8**	**100.9**	**3.1**	**4,968,253**	**70.8**	**29,718**	**49,239**	**2,180,038**	**56.3**	**14,248**	**21,606**	**.1282**	**.1242**
Washtenaw	270.3	278.0	2.8	100.9	3.1	4,968,253	70.8	29,718	49,239	2,180,038	56.3	14,248	21,606	.1282	.1242
BATTLE CREEK	**139.5**	**135.4**	**–2.9**	**50.8**	**–2.3**	**2,098,993**	**62.3**	**24,877**	**41,319**	**855,306**	**45.3**	**11,322**	**16,837**	**.0578**	**.0529**
Calhoun	139.5	135.4	–2.9	50.8	–2.3	2,098,993	62.3	24,877	41,319	855,306	45.3	11,322	16,837	.0578	.0529
BENTON HARBOR	**170.5**	**170.2**	**–.2**	**64.0**	**2.9**	**2,619,215**	**73.4**	**24,289**	**40,925**	**1,196,387**	**54.1**	**12,478**	**18,694**	**.0705**	**.0682**
Berrien	170.5	170.2	–.2	64.0	2.9	2,619,215	73.4	24,289	40,925	1,196,387	54.1	12,478	18,694	.0705	.0682
DETROIT	**4,419.8**	**4,371.0**	**–1.1**	**1,544.6**	**–1.7**	**72,189,241**	**62.6**	**28,266**	**46,737**	**33,504,655**	**47.1**	**14,583**	**21,691**	**2.0232**	**1.8620**
Lapeer	74.7	81.9	9.6	25.3	9.1	1,099,480	77.7	26,675	43,458	412,701	61.6	11,006	16,312	.0277	.0280
Livingston	109.5	130.1	18.8	39.6	14.5	1,962,823	87.4	30,276	49,566	657,121	68.9	11,242	16,594	.0442	.0474
Macomb	701.7	729.0	3.9	255.2	5.5	12,140,889	71.7	29,241	47,574	6,356,493	55.4	16,917	24,908	.3346	.3243
Monroe	137.1	141.4	3.1	48.0	5.7	2,407,531	80.1	29,443	50,157	839,066	68.2	10,990	17,481	.0562	.0573
Oakland	1,023.1	1,056.8	3.3	387.8	4.1	20,982,605	70.1	33,101	54,107	10,154,139	54.1	17,678	26,184	.5516	.5305
St. Clair	142.2	145.7	2.5	50.3	1.6	2,120,247	68.5	25,416	42,152	1,004,710	60.3	12,663	19,974	.0583	.0564
Wayne	2,231.5	2,086.1	–6.5	738.4	–8.1	31,475,666	51.8	25,799	42,627	14,080,425	36.3	12,858	19,069	.9506	.8181
DETROIT - ANN ARBOR CONSOLIDATED AREA	*4,690.1*	*4,649.0*	*–.9*	*1,645.5*	*–1.4*	*77,157,494*	*63.1*	*28,351*	*46,090*	*35,684,693*	*47.6*	*14,488*	*21,686*	*2.1514*	*1.9062*
FLINT	**444.2**	**442.9**	**–.3**	**160.1**	**1.3**	**7,144,053**	**66.5**	**27,157**	**44,622**	**3,774,817**	**50.5**	**15,880**	**23,578**	**.2052**	**.1925**
Genesee	444.2	442.9	–.3	160.1	1.3	7,144,053	66.5	27,157	44,622	3,774,817	50.5	15,880	23,578	.2052	.1925
GRAND RAPIDS	**614.9**	**661.1**	**7.5**	**235.0**	**8.1**	**10,463,525**	**80.2**	**26,709**	**44,526**	**4,936,676**	**64.1**	**13,837**	**21,007**	**.2686**	**.2735**
Kent	450.9	480.6	6.6	174.6	7.1	7,557,988	77.3	26,132	43,287	3,966,311	63.4	14,881	22,717	.2031	.2041
Ottawa	164.0	180.5	10.1	60.4	11.2	2,905,537	88.1	28,443	48,105	970,365	67.0	10,703	16,066	.0655	.0694
JACKSON	**151.3**	**151.2**	**–.1**	**52.0**	**–.6**	**2,280,163**	**66.6**	**26,175**	**43,849**	**953,498**	**50.5**	**12,117**	**18,337**	**.0617**	**.0581**
Jackson	151.3	151.2	–.1	52.0	–.6	2,280,163	66.6	26,175	43,849	953,498	50.5	12,117	18,337	.0617	.0581

wjfm® MELLOW 93

Zero in on Western Michigan adults.

More Metro and TSA women 25-44 listen to WJFM Radio than to any other station in the market, 6 a.m. to Mid., Monday through Sunday. We're #1 with Metro women 18-49 and 25-54, too, weekdays from 10 a.m. to 3 p.m. And throughout the broadcast week, we're a strong second among Metro and TSA adults 25-54.*

We're winning over more of Western Michigan's active adults by playing their favorite contemporary sounds with all the power of the nation's strongest FM station. For details, call your McGavren Guild Radio representative today and ask for a copy of the latest WJFM Listener Profile™.

*Arbitron, Spring 1983 (AQH)

1.0 mv/m and 50 uv/m Contours predicted in accordance with Section 73.313 of the Rules of the F.C.C. provide service as defined in Section 73.315 of those Rules.

A Fetzer Station

WJFM

GRAND RAPIDS AND WESTERN MICHIGAN

McGavren Guild Radio, National Representative

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/82 Total Pop. (Thous.)	12/31/87 Total Pop. (Thous.)	% Change 1982-1987	12/31/87 Total House-holds (Thous.)	% Change 1982-1987	1987 Total EBI ($000)	% Change 1982-1987	Average Household EBI 1982	Average Household EBI 1987	1987 Total Retail Sales ($000)	% Change 1982-1987	Retail Sales Per Household 1982	Retail Sales Per Household 1987	1982	1987
MI (cont.)															
KALAMAZOO	213.4	220.9	3.5	80.5	2.8	3,876,810	75.8	28,160	48,159	2,011,902	68.2	15,275	24,993	.1018	.1023
Kalamazoo	213.4	220.9	3.5	80.5	2.8	3,876,810	75.8	28,160	48,159	2,011,902	68.2	15,275	24,993	.1018	.1023
LANSING - EAST LANSING	424.7	437.0	2.9	153.5	3.0	7,084,335	72.5	27,560	46,152	3,177,125	57.4	13,547	20,698	.1859	.1817
Clinton	57.5	59.0	2.6	18.9	1.6	844,435	66.6	27,243	44,679	233,181	50.2	8,349	12,338	.0207	.0199
Eaton	92.8	100.2	8.0	35.7	8.8	1,592,420	77.7	27,327	44,606	780,067	60.4	14,826	21,851	.0418	.0421
Ingham	274.4	277.8	1.2	98.9	1.3	4,647,480	71.9	27,698	46,992	2,163,877	57.2	14,108	21,879	.1234	.1197
MUSKEGON	155.4	154.7	–.5	56.4	1.3	2,238,257	70.6	23,552	39,685	914,867	51.7	10,827	16,221	.0600	.0574
Muskegon	155.4	154.7	–.5	56.4	1.3	2,238,257	70.6	23,552	39,685	914,867	51.7	10,827	16,221	.0600	.0574
SAGINAW - BAY CITY - MIDLAND	421.2	428.0	1.6	149.3	1.8	6,439,258	68.9	26,011	43,130	3,131,626	53.4	12,929	20,975	.1795	.1712
Bay	118.8	118.0	–.7	42.0	–.7	1,717,158	63.4	24,845	40,885	905,380	53.5	13,948	21,557	.0504	.0471
Midland	75.4	79.4	5.3	28.1	7.7	1,499,881	85.1	31,043	53,377	463,546	63.0	10,896	16,496	.0329	.0339
Saginaw	227.0	230.6	1.6	79.2	1.3	3,222,219	65.1	24,961	40,685	1,762,700	51.0	14,932	22,256	.0962	.0902
TOTAL METRO COUNTIES	7,425.2	7,450.4	.3	2,647.1	.3	121,402,103	66.3	27,656	45,862	56,636,897	58.8	14,223	21,396	3.3424	3.1440
TOTAL STATE	9,261.2	9,369.3	1.2	3,325.6	1.1	145,791,121	67.4	26,483	43,839	67,602,385	52.0	13,522	20,328	4.0126	3.8038
MINNESOTA															
DULUTH	268.2	270.5	.9	101.4	.1	4,065,718	66.5	24,111	40,096	1,723,557	49.1	11,412	16,998	.1106	.1042
St. Louis	223.6	225.8	1.0	85.0	.7	3,411,566	66.2	24,325	40,136	1,475,240	49.3	11,711	17,356	.0933	.0878
Douglas, Wisc.	*44.6*	*44.7*	*.2*	*16.4*	*–3.0*	*654,152*	*68.0*	*23,038*	*39,687*	*248,317*	*48.2*	*9,916*	*15,141*	*.0173*	*.0164*
FARGO - MOORHEAD	143.8	150.4	4.6	56.9	6.8	2,269,418	63.6	26,032	39,884	1,367,779	54.3	16,632	24,038	.0684	.0645
Clay	50.2	51.3	2.2	18.2	5.2	678,540	64.8	23,802	37,282	327,409	57.5	12,017	17,990	.0194	.0185
Cass, N. D.	*93.6*	*99.1*	*5.9*	*38.7*	*7.5*	*1,590,878*	*63.0*	*27,103*	*41,108*	*1,040,370*	*53.3*	*18,850*	*26,883*	*.0490*	*.0460*
MINNEAPOLIS - ST. PAUL	2,193.6	2,334.8	6.4	876.8	7.2	42,855,259	78.8	29,291	48,877	21,492,771	74.5	15,053	24,513	1.0759	1.1101
Anoka	209.1	234.5	12.1	78.2	15.5	3,833,473	87.1	30,271	49,021	1,377,799	69.5	12,004	17,619	.0872	.0926
Carver	39.8	42.7	7.3	14.2	6.8	705,184	79.6	29,518	49,661	200,453	66.9	9,029	14,116	.0158	.0162
Chisago	28.4	32.1	13.0	10.6	14.0	398,509	77.7	24,108	37,595	233,982	94.1	12,962	22,074	.0109	.0118
Dakota	211.9	241.6	14.0	85.6	17.1	4,625,176	97.2	32,081	54,032	2,467,862	97.1	17,129	28,830	.1064	.1213

Look at WKZO Radio—the big buy for radio in Western Michigan.

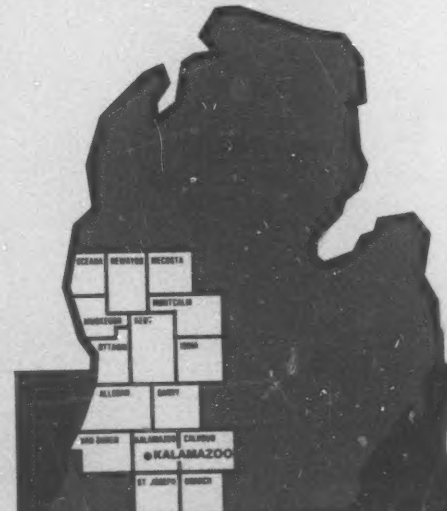
The Kalamazoo ADI is rich, with more than $14.5 billion in effective buying income and $7 billion in total retail sales.* And once again, WKZO Radio is Kalamazoo's undisputed leader in reaching and selling the mature, affluent radio listeners.

WKZO Radio is Kalamazoo's top-ranked adult station.

Over 58% more cume adults 12+ listen exclusively to WKZO Radio 6 a.m. to Midnight, Monday through Sunday, than to our next closest competitor. And during early drive, our 12+ exclusive cume leads by more than two-to-one!

WKZO also dominates the 10 a.m. to 3 p.m. time period weekdays among cume men 18+ and women 18+. We're the #1 choice of cume adults 25-54 from 3 p.m. to 7 p.m., too. And our AQH share of adults 25-54 from 7 p.m. to Midnight, is over twice that of our nearest competitor's.**

So if you want to reach more adults in Western Michigan, take a close look at WKZO Radio. Call your McGavren Guild representative today for a copy of the latest Birch Radio Standard Market Report.

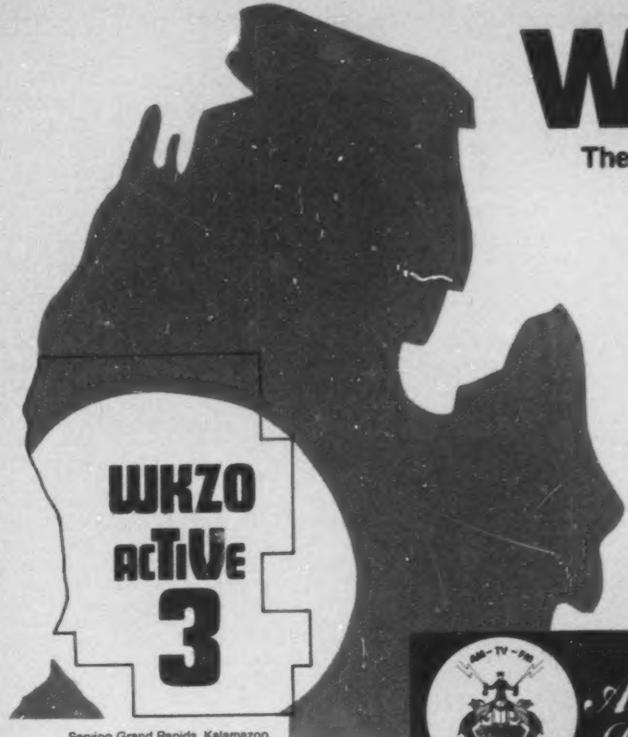


* S&MM© 1983 Survey of Buying Power
** The Birch Report, Kalamazoo-Portage TSA, May-June 1983. Data subject to qualifications listed in report.

AM—TV—FM

A Fetzer Station

WKZO
CBS RADIO FOR KALAMAZOO
AND GREATER WESTERN MICHIGAN
McGavren Guild Radio, National Representative



WKZO-TV

The #1 buy in Michigan's #1 growth market!

The most recent U. S. Census shows Kalamazoo-Grand Rapids has grown 11.3 % since 1970. It's the fastest growing of any Michigan market ranked among the nation's top 100. Kalamazoo-Grand Rapids is now America's 38th TV market with these national rankings:

- 38th in total retail sales
- 34th in effective buying income
- 36th in buying power index
- 39th in households

These busy consumers have made TV Active 3 their information station. WKZO-TV is #1 among Persons 18+, Total Women and Total Homes from 9 a.m. to Mid., Sunday through Saturday, TSA. From 9 a.m. to 4:30 p.m. weekdays, more Women 18+ turn to us than to any other station in the market. And during early fringe, 4:30 to 6 p.m., we dominate adults 18-49 and every female demographic across the board!

So if you want to reach your prime target audience in Michigan's fastest growing market, do what they do. Turn to WKZO-TV.

S & MM© 1983 Survey of Buying Power Arbitron ADI, July 1983

Serving Grand Rapids, Kalamazoo, Battle Creek and Muskegon.

A Fetzer Station

WKZO-TV
Channel 3 A CBS Affiliate 100,000 WATTS 1000 FT. TOWER
KALAMAZOO-GRAND RAPIDS AND GREATER WESTERN MICHIGAN
Avery-Knodel Television National Representatives

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION 12/31/82 Total Pop. (Thous.)	POPULATION 12/31/87 Total Pop. (Thous.)	POPULATION % Change 1982-1987	POPULATION 12/31/87 Total House-holds (Thous.)	POPULATION % Change 1982-1987	EFFECTIVE BUYING INCOME 1987 Total EBI ($000)	EFFECTIVE BUYING INCOME % Change 1982-1987	EFFECTIVE BUYING INCOME Average Household EBI 1982	EFFECTIVE BUYING INCOME Average Household EBI 1987	RETAIL SALES 1987 Total Retail Sales ($000)	RETAIL SALES % Change 1982-1987	RETAIL SALES Retail Sales Per Household 1982	RETAIL SALES Retail Sales Per Household 1987	BUYING POWER INDEX 1982	BUYING POWER INDEX 1987
MN (cont.)															
Hennepin	939.8	969.7	3.2	397.3	4.6	19,814,795	76.2	29,607	49,874	11,236,498	75.7	16,841	28,282	.5140	.5251
Isanti	25.7	28.8	12.1	9.6	12.9	354,147	77.3	23,493	36,890	104,258	63.2	7,518	10,860	.0085	.0089
Ramsey	457.0	465.6	1.9	178.1	1.5	8,116,104	67.9	27,564	45,570	4,084,502	60.2	14,536	22,934	.2201	.2123
Scott	47.7	53.4	11.9	17.2	13.2	746,502	75.1	28,044	43,401	257,659	62.2	10,448	14,980	.0183	.0185
Washington	123.1	138.8	12.8	46.3	16.3	2,716,784	99.6	34,205	58,678	907,405	97.6	11,536	19,598	.0543	.0623
Wright	65.0	76.1	17.1	23.5	13.5	863,018	75.4	23,770	36,724	397,016	66.8	11,500	16,894	.0234	.0241
St. Croix, Wisc.	*46.1*	*51.5*	*11.7*	*16.2*	*5.9*	*681,567*	*73.5*	*25,678*	*42,072*	*225,337*	*56.3*	*9,420*	*13,910*	*.0170*	*.0170*
ROCHESTER	**94.7**	**99.2**	**4.8**	**36.6**	**4.9**	**1,703,315**	**73.4**	**28,141**	**46,539**	**982,265**	**63.5**	**17,216**	**26,838**	**.0472**	**.0468**
Olmsted	94.7	99.2	4.8	36.6	4.9	1,703,315	73.4	28,141	46,539	982,265	63.5	17,216	26,838	.0472	.0468
ST. CLOUD	**172.9**	**186.7**	**8.0**	**59.7**	**10.1**	**2,259,321**	**74.6**	**23,869**	**37,845**	**1,384,683**	**99.4**	**16,030**	**23,194**	**.0683**	**.0677**
Benton	26.8	29.2	9.0	10.2	12.1	381,265	85.9	22,541	37,379	186,564	81.0	11,324	18,291	.0099	.0104
Sherburne	33.4	39.7	18.9	12.1	18.6	468,432	84.7	24,859	38,713	117,114	70.6	6,729	9,679	.0105	.0114
Stearns	112.7	117.8	4.5	37.4	7.2	1,409,624	68.8	23,926	37,690	1,081,005	55.1	19,975	28,904	.0479	.0459
TOTAL METRO COUNTIES	**2,688.9**	**2,846.3**	**5.9**	**1,060.1**	**6.7**	**50,226,434**	**77.4**	**28,493**	**47,379**	**25,437,031**	**71.4**	**14,933**	**23,995**	**1.2871**	**1.3139**
TOTAL STATE	**4,177.7**	**4,377.7**	**4.8**	**1,608.4**	**5.2**	**67,225,928**	**72.4**	**25,500**	**41,797**	**34,378,476**	**66.4**	**13,514**	**21,374**	**1.8196**	**1.8101**
MISSISSIPPI															
BILOXI - GULFPORT	**189.3**	**201.7**	**6.6**	**69.6**	**7.6**	**2,720,891**	**84.0**	**22,861**	**39,093**	**1,394,790**	**75.6**	**12,277**	**20,040**	**.0719**	**.0753**
Hancock	26.7	31.0	16.1	10.3	14.4	371,728	93.7	21,320	36,090	141,055	84.2	8,508	13,695	.0088	.0099
Harrison	162.6	170.7	5.0	59.3	6.5	2,349,163	82.5	23,110	39,615	1,253,735	74.7	12,885	21,142	.0631	.0654
JACKSON	**381.8**	**413.5**	**8.3**	**141.0**	**7.8**	**5,826,528**	**83.7**	**24,255**	**41,323**	**2,644,290**	**60.7**	**12,583**	**18,754**	**.1587**	**.1542**
Hinds	259.9	274.5	5.6	96.6	5.3	3,932,428	78.5	24,019	40,708	2,148,771	58.3	14,803	22,244	.1101	.1095
Madison	44.8	49.8	11.2	15.5	9.2	551,015	86.7	20,783	35,549	165,476	64.8	7,070	10,676	.0134	.0141
Rankin	77.1	89.2	15.7	28.9	16.1	1,343,085	99.0	27,103	46,474	330,043	75.5	7,554	11,420	.0272	.0306
PASCAGOULA	**125.8**	**130.6**	**3.8**	**43.7**	**5.6**	**1,916,784**	**81.2**	**25,555**	**43,862**	**794,261**	**74.3**	**11,006**	**18,175**	**.0476**	**.0491**
Jackson	125.8	130.6	3.8	43.7	5.6	1,916,784	81.2	25,555	43,862	794,261	74.3	11,006	18,175	.0476	.0491
TOTAL METRO COUNTIES	**756.2**	**811.1**	**7.3**	**275.5**	**7.8**	**11,245,134**	**83.0**	**24,044**	**40,817**	**5,837,445**	**66.8**	**11,816**	**18,386**	**.2807**	**.2977**
TOTAL STATE	**2,589.8**	**2,700.5**	**4.3**	**899.3**	**3.3**	**29,596,398**	**72.1**	**19,754**	**32,910**	**14,769,943**	**59.7**	**10,622**	**16,434**	**.8704**	**.8539**

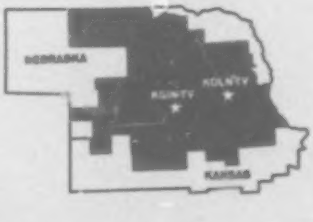
S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/82 Total Pop. (Thous.)	12/31/87 Total Pop. (Thous.)	% Change 1982-1987	12/31/87 Total House-holds (Thous.)	% Change 1982-1987	1987 Total EBI ($000)	% Change 1982-1987	Average Household EBI 1982	Average Household EBI 1987	1987 Total Retail Sales ($000)	% Change 1982-1987	Retail Sales Per Household 1982	Retail Sales Per Household 1987	1982	1987
MISSOURI															
COLUMBIA	**105.8**	**114.6**	**8.3**	**41.9**	**8.8**	**1,908,170**	**87.6**	**26,420**	**45,541**	**947,952**	**77.0**	**13,913**	**22,624**	**.0472**	**.0501**
Boone	105.8	114.6	8.3	41.9	8.8	1,908,170	87.6	26,420	45,541	947,952	77.0	13,913	22,624	.0472	.0501
JOPLIN	**131.5**	**138.0**	**4.9**	**52.4**	**3.4**	**1,607,263**	**66.1**	**19,287**	**30,673**	**1,210,450**	**68.1**	**14,308**	**23,100**	**.0532**	**.0522**
Jasper	88.9	92.3	3.8	35.4	1.7	1,103,894	63.0	19,460	31,183	1,023,148	69.0	17,401	28,902	.0397	.0387
Newton	42.6	45.7	7.3	17.0	6.9	503,369	69.7	18,654	29,610	187,302	63.8	7,194	11,018	.0135	.0135
KANSAS CITY	**917.4**	**931.8**	**1.5**	**353.8**	**.3**	**14,564,415**	**64.4**	**25,112**	**41,166**	**8,248,876**	**62.1**	**14,431**	**[illegible]**	**.4215**	**.4032**
Cass	54.2	58.1	7.2	20.5	7.9	798,905	71.3	24,553	38,971	308,224	73.6	9,345	15,035	.0201	.0203
Clay	139.9	143.3	2.4	54.8	3.8	2,388,570	65.6	27,315	43,587	1,356,863	54.0	16,691	24,760	.0693	.0654
Jackson	619.6	618.0	−.3	237.4	−2.3	9,860,505	62.8	24,925	41,535	6,098,557	63.6	15,345	25,689	.2944	.2804
Lafayette	30.7	31.8	3.6	11.7	2.6	385,635	62.0	20,883	32,960	164,455	59.5	9,042	14,056	.0110	.0104
Platte	50.6	55.8	10.3	20.5	11.4	852,863	74.1	26,620	41,603	214,567	60.6	7,263	10,467	.0192	.0194
Ray	22.4	24.0	7.1	8.9	9.9	277,937	69.8	20,213	31,229	106,210	62.4	8,076	11,934	.0075	.0073
KANSAS CITY, MO. - KANSAS CITY, KANS. CONSOLIDATED AREA	***1,468.8***	***1,498.8***	***2.1***	***563.3***	***2.7***	***24,390,172***	***66.1***	***26,760***	***43,386***	***13,539,096***	***66.7***	***14,801***	***24,040***	***.6839***	***.6685***
ST. JOSEPH	**87.9**	**87.1**	**−.9**	**32.7**	**−2.4**	**1,247,739**	**65.4**	**22,523**	**38,157**	**815,134**	**64.8**	**14,767**	**24,928**	**.0383**	**.0369**
Buchanan	87.9	87.1	−.9	32.7	−2.4	1,247,739	65.4	22,523	38,157	815,134	64.8	14,767	24,928	.0383	.0369
ST. LOUIS	**1,809.6**	**1,849.7**	**2.2**	**683.8**	**2.6**	**30,688,341**	**69.1**	**27,261**	**44,932**	**14,733,634**	**60.5**	**13,788**	**21,572**	**.8228**	**.7991**
Franklin	76.3	82.7	8.4	28.5	9.2	984,851	72.7	21,845	34,556	519,913	60.5	12,414	18,243	.0287	.0282
Jefferson	158.0	178.1	12.7	58.2	11.5	2,457,382	81.7	25,907	42,226	775,025	69.3	8,769	13,317	.0570	.0600
St. Charles	159.8	190.2	19.0	64.6	21.0	3,239,470	102.8	29,916	50,147	1,191,998	84.5	12,099	18,452	.0681	.0782
St. Louis	975.6	994.3	1.9	370.2	3.4	18,750,183	67.5	31,256	50,649	9,406,926	60.3	16,386	25,410	.5016	.4835
St. Louis city	419.4	383.1	−8.7	154.4	−8.5	4,975,957	52.7	19,308	32,228	2,753,821	50.7	10,826	17,836	.1610	.1423
Monroe, Ill.	*20.5*	*21.3*	*3.9*	*7.1*	*−1.4*	*280,288*	*56.[illegible]*	*24,808*	*39,477*	*85,951*	*57.3*	*7,588*	*12,106*	*.0074*	*.0069*
ST. LOUIS - EAST ST. LOUIS - ALTON CONSOLIDATED AREA	***2,372.1***	***2,398.7***	***1.1***	***879.2***	***1.5***	***38,444,990***	***67.0***	***26,563***	***43,727***	***18,364,967***	***58.2***	***13,395***	***20,888***	***1.0080***	***1.0062***
SPRINGFIELD	**217.7**	**229.8**	**5.6**	**86.9**	**5.1**	**3,204,351**	**73.4**	**22,341**	**36,874**	**1,919,640**	**60.8**	**14,509**	**22,090**	**.0940**	**.0924**
Christian	24.5	27.0	10.2	9.7	10.2	349,789	85.9	21,380	36,061	104,598	75.0	6,790	10,783	.0081	.0085
Greene	193.2	202.8	5.0	77.2	4.5	2,854,562	72.0	22,455	36,976	1,815,042	59.2	15,427	23,511	.0859	.0839
TOTAL METRO COUNTIES	**3,249.4**	**3,328.9**	**2.4**	**1,243.6**	**2.2**	**52,939,991**	**68.5**	**25,826**	**42,570**	**27,709,725**	**61.9**	**14,106**	**22,346**	**1.4786**	**1.4270**
TOTAL STATE	**4,990.5**	**5,132.6**	**2.8**	**1,901.6**	**2.2**	**72,460,224**	**67.4**	**23,276**	**38,106**	**39,229,439**	**62.7**	**12,965**	**20,630**	**2.0829**	**2.0196**

If you could buy only one TV station in Nebraska, which one would you choose?

How about the one that leads the nation in ADI share: KOLN-TV/KGIN-TV.

FIRST IN THE NATION
Early Fringe, Women 25-54 ....47%
SECOND IN THE NATION
Late News, ADI Homes 49%
THIRD IN THE NATION
Total Day, ADI Homes 34%
Early Fringe, ADI Homes 38%



KOLN-TV/KGIN-TV dominates the $3.1 billion Lincoln-Hastings-Kearney market you've got to cover if you want to cover Nebraska. Get all the facts and figures from your Avery-Knodel representative.

Television/Radio Age and Arbitron, May, 1983

A Fetzer Station

KOLN-TV/KGIN-TV
Channel 10 · A CBS Affiliate · Channel 11
LINCOLN, NEBRASKA 1500 FT. TOWER / GRAND ISLAND, NEBRASKA 1089 FT. TOWER
Avery-Knodel Television National Representatives

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/82 Total Pop. (Thous.)	12/31/87 Total Pop. (Thous.)	% Change 1982-1987	12/31/87 Total House-holds (Thous.)	% Change 1982-1987	1987 Total EBI ($000)	% Change 1982-1987	Average Household EBI 1982	Average Household EBI 1987	1987 Total Retail Sales ($000)	% Change 1982-1987	Retail Sales Per Household 1982	Retail Sales Per Household 1987	1982	1987
MONTANA															
BILLINGS	114.6	121.8	6.3	45.9	5.3	1,919,156	73.8	25,033	41,812	1,512,986	74.3	19,914	32,963	.0686	.0680
Yellowstone	114.6	121.8	6.3	45.9	5.3	1,919,156	73.8	25,033	41,812	1,512,986	74.3	19,914	32,963	.0686	.0680
GREAT FALLS	80.1	79.9	-.2	30.9	2.3	1,286,169	74.0	24,476	41,624	956,306	73.1	18,298	30,948	.0290	.0291
Cascade	80.1	79.9	-.2	30.9	2.3	1,286,169	74.0	24,476	41,624	956,306	73.1	18,298	30,948	.0290	.0291
TOTAL METRO COUNTIES	194.7	201.7	3.6	76.8	4.1	3,205,325	75.1	24,805	41,736	2,469,292	73.8	19,253	32,152	.0976	.0971
TOTAL STATE	814.1	857.5	5.3	320.2	5.8	11,600,820	72.7	22,255	36,480	7,557,618	71.4	14,574	23,600	.3457	.3478
NEBRASKA															
LINCOLN	200.4	213.4	6.5	81.1	5.7	3,917,534	80.4	28,316	48,305	1,851,755	78.0	13,562	22,833	.0956	.0996
Lancaster	200.4	213.4	6.5	81.1	5.7	3,917,534	80.4	28,316	48,305	1,851,755	78.0	13,562	22,833	.0956	.0996
OMAHA	594.9	599.6	.8	220.2	.6	10,594,304	70.5	28,397	48,112	4,874,789	64.7	13,527	22,138	.2749	.2691
Douglas	399.7	396.0	-.9	149.5	-1.5	7,290,895	67.5	28,692	48,769	3,586,788	60.7	14,713	23,992	.1954	.1875
Sarpy	92.5	99.9	8.0	33.0	11.5	1,726,362	88.1	31,003	52,314	495,894	87.8	8,920	15,027	.0363	.0393
Washington	16.2	17.1	5.6	6.3	8.6	251,975	69.1	25,687	39,996	95,235	67.7	9,790	15,117	.0064	.0063
Pottawattamie, Iowa	*86.5*	*86.6*	*.1*	*31.4*	*-.9*	*1,325,072*	*66.9*	*25,050*	*42,200*	*696,872*	*71.2*	*12,839*	*22,190*	*.0368*	*.0360*
TOTAL METRO COUNTIES	726.5	746.2	2.7	277.1	2.6	13,459,482	73.8	28,671	48,573	6,180,050	68.3	13,613	22,331	.3410	.3404
TOTAL STATE	1,600.4	1,640.0	2.5	610.8	2.1	24,349,954	66.3	24,490	39,866	13,307,131	70.0	13,000	21,786	.6880	.6730
NEVADA															
LAS VEGAS	514.0	634.1	23.4	251.0	25.6	10,031,001	98.2	25,331	39,964	6,380,351	104.6	15,609	25,420	.2457	.2887
Clark	514.0	634.1	23.4	251.0	25.6	10,031,001	98.2	25,331	39,964	6,380,351	104.6	15,609	25,420	.2457	.2887
RENO	212.5	253.5	19.3	102.7	18.0	4,367,212	85.8	27,011	42,524	3,325,024	92.1	19,896	32,376	.1196	.1326
Washoe	212.5	253.5	19.3	102.7	18.0	4,367,212	85.8	27,011	42,524	3,325,024	92.1	19,896	32,376	.1196	.1326
TOTAL METRO COUNTIES	726.5	887.6	22.2	353.7	23.3	14,398,213	94.3	25,841	40,708	9,705,375	100.1	16,909	27,440	.3653	.4213
TOTAL STATE	887.3	1,084.8	22.3	429.8	23.4	17,157,142	93.3	25,481	39,919	11,218,575	99.3	16,164	26,102	.4341	.4984
NEW HAMPSHIRE															
MANCHESTER - NASHUA	290.8	317.4	9.1	115.6	11.2	5,136,540	81.8	27,162	44,434	2,874,560	88.6	14,891	24,866	.1322	.1410
Hillsborough	290.8	317.4	9.1	115.6	11.2	5,136,540	81.8	27,162	44,434	2,874,560	88.6	14,891	24,866	.1322	.1410
PORTSMOUTH - DOVER - ROCHESTER	293.9	322.4	9.7	116.6	11.0	5,284,925	86.0	27,055	45,066	3,177,270	86.6	16,217	27,249	.1371	.1478
Rockingham	204.7	228.3	11.5	83.3	13.3	3,901,751	88.5	28,168	46,840	2,403,128	89.5	17,251	28,849	.0997	.1094
Strafford	89.2	94.1	5.5	33.3	5.7	1,383,174	73.6	24,438	40,636	774,142	78.1	13,802	23,248	.0374	.0384
TOTAL METRO COUNTIES	584.7	639.8	9.4	232.2	11.1	10,421,465	83.4	27,108	44,752	6,051,830	86.1	15,557	26,063	.2693	.2888
TOTAL STATE	970.1	1,050.8	8.3	385.1	9.5	15,923,516	78.0	25,431	41,349	9,676,817	82.9	15,037	25,128	.4326	.4546
NEW JERSEY															
ATLANTIC CITY	289.3	305.8	5.7	120.3	7.9	4,492,813	66.9	24,143	37,347	3,027,271	72.8	15,713	25,164	.1345	.1338
Atlantic	200.0	208.9	4.5	80.4	6.6	3,014,677	64.1	24,363	37,496	1,984,428	73.1	15,308	24,682	.0907	.0893
Cape May	89.3	96.9	8.5	39.9	10.5	1,478,136	72.9	23,683	37,046	1,042,843	72.3	16,766	26,136	.0438	.0445
BERGEN - PASSAIC	1,277.8	1,257.8	-1.6	456.4	-.8	24,998,010	62.1	33,336	54,772	11,853,621	60.3	16,076	25,972	.6666	.6280
Bergen	834.3	817.8	-2.0	302.3	-1.0	18,399,566	64.3	36,683	60,865	8,515,262	62.1	17,210	28,168	.4728	.4501
Passaic	443.5	440.0	-.8	154.1	-.5	6,598,444	56.2	27,296	42,819	3,338,359	58.8	13,838	21,664	.1938	.1779
JERSEY CITY	544.5	521.8	-4.2	197.9	-4.4	7,167,534	50.3	23,031	36,218	3,019,895	57.1	9,282	15,260	.2091	.1872
Hudson	544.5	521.8	-4.2	197.9	-4.4	7,167,534	50.3	23,031	36,218	3,019,895	57.1	9,282	15,260	.2091	.1872
MIDDLESEX - SOMERSET - HUNTERDON	895.7	923.6	3.1	323.0	5.7	18,113,251	71.1	34,239	56,078	7,596,334	69.7	14,644	23,518	.4427	.4480
Hunterdon	92.9	100.3	8.0	33.9	9.7	2,026,258	81.7	36,098	59,772	749,331	70.3	14,240	22,104	.0457	.0473
Middlesex	597.8	611.3	2.3	215.2	3.2	11,425,087	69.3	32,998	53,091	5,169,882	72.6	14,644	24,024	.2884	.2940
Somerset	205.0	212.0	3.4	73.9	5.1	4,661,906	71.4	38,690	63,084	1,677,121	61.8	14,820	22,694	.1086	.1067
MONMOUTH - OCEAN	898.0	971.4	8.2	365.5	11.7	18,003,246	85.1	29,738	49,256	7,189,210	70.7	12,872	19,670	.4160	.4361
Monmouth	514.8	533.3	3.6	192.4	6.7	10,547,491	77.5	32,963	54,821	3,937,140	64.4	13,287	20,463	.2464	.2482
Ocean	383.2	438.1	14.3	173.1	17.8	7,455,755	97.0	25,757	43,072	3,252,070	79.1	12,363	18,787	.1696	.1879
NEWARK	1,864.6	1,836.2	-1.5	651.5	-.8	35,398,702	66.0	32,464	54,334	13,644,057	61.5	12,867	20,943	.8813	.8433
Essex	828.9	784.5	-5.4	279.5	-6.0	12,416,774	51.5	27,566	44,425	4,796,050	47.6	10,932	17,159	.3484	.3074
Morris	414.2	428.6	3.5	146.6	6.2	9,910,847	79.4	40,006	67,605	3,921,768	76.3	16,103	26,751	.2234	.2308
Sussex	127.6	142.3	11.5	47.1	12.4	2,422,307	82.1	31,756	51,429	723,487	68.1	10,274	15,361	.0533	.0556
Union	493.9	480.8	-2.7	178.3	-.6	10,648,774	69.9	34,938	59,724	4,202,752	65.1	14,188	23,571	.2562	.2495
TRENTON	308.7	302.4	-2.0	107.5	-1.1	5,290,491	59.0	30,608	49,214	2,452,838	57.7	14,309	22,817	.1434	.1351
Mercer	308.7	302.4	-2.0	107.5	-1.1	5,290,491	59.0	30,608	49,214	2,452,838	57.7	14,309	22,817	.1434	.1351
VINELAND - MILLVILLE - BRIDGETON	135.9	133.8	-1.5	45.7	-1.1	1,651,857	53.1	23,359	36,146	869,884	43.1	13,157	19,035	.0531	.0470
Cumberland	135.9	133.8	-1.5	45.7	-1.1	1,651,857	53.1	23,359	36,146	869,884	43.1	13,157	19,035	.0531	.0470
TOTAL METRO COUNTIES	7,431.3	7,518.5	1.2	2,710.8	2.6	135,420,273	67.2	30,671	49,909	58,677,380	63.3	13,600	21,646	3.4020	3.3711
TOTAL STATE	7,431.3	7,518.5	1.2	2,710.8	2.6	135,420,273	67.2	30,671	49,909	58,677,380	63.3	13,600	21,646	3.4020	3.3711
NEW MEXICO															
ALBUQUERQUE	450.1	497.3	10.5	192.7	13.9	6,765,311	73.9	22,996	35,108	4,027,758	71.6	13,868	20,902	.1923	.1959
Bernalillo	450.1	497.3	10.5	192.7	13.9	6,765,311	73.9	22,996	35,108	4,027,758	71.6	13,868	20,902	.1923	.1959

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION 12/31/82 Total Pop. (Thous.)	12/31/87 Total Pop. (Thous.)	% Change 1982-1987	12/31/87 Total House-holds (Thous.)	% Change 1982-1987	EFFECTIVE BUYING INCOME 1987 Total EBI ($000)	% Change 1982-1987	Average Household EBI 1982	1987	RETAIL SALES 1987 Total Retail Sales ($000)	% Change 1982-1987	Retail Sales Per Household 1982	1987	BUYING POWER INDEX 1982	1987
NM (cont.)															
LAS CRUCES	104.0	116.8	12.3	39.9	16.0	1,204,098	77.3	19,747	30,178	766,214	92.0	11,601	19,203	.0356	.0379
Dona Ana	104.0	116.8	12.3	39.9	16.0	1,204,098	77.3	19,747	30,178	766,214	92.0	11,601	19,203	.0356	.0379
TOTAL METRO COUNTIES	554.1	614.1	10.8	232.6	14.2	7,969,409	74.4	22,447	34,262	4,793,972	74.6	13,485	20,610	.2279	.2308
TOTAL STATE	1,391.7	1,532.9	10.1	554.9	12.8	18,892,499	77.7	21,653	34,108	11,785,975	82.3	13,166	21,274	.5486	.5673
NEW YORK															
ALBANY - SCHENECTADY - TROY	850.0	844.4	-.7	319.8	1.8	13,699,764	63.4	26,476	42,839	6,405,625	60.9	12,579	20,031	.3746	.3602
Albany	288.5	288.0	-.2	112.6	1.4	5,101,673	66.1	27,638	45,308	2,565,421	59.7	14,437	22,785	.1393	.1331
Greene	43.2	43.0	-.5	16.9	2.4	566,789	33.6	22,082	33,538	259,620	47.4	10,677	15,362	.0169	.0152
Montgomery	53.2	51.2	-3.8	19.1	-.8	698,607	34.3	22,533	36,576	304,678	52.4	9,949	15,952	.0205	.0184
Rensselaer	152.9	151.3	-1.0	54.9	.5	2,404,087	69.7	23,948	43,790	766,791	60.3	8,603	13,967	.0585	.0569
Saratoga	164.2	167.9	2.3	59.7	4.4	2,729,238	71.0	27,959	45,716	1,182,175	60.6	12,631	19,802	.0706	.0691
Schenectady	148.0	143.0	-3.4	56.6	-.9	2,199,370	48.5	23,941	38,858	1,326,940	64.2	14,149	23,444	.0688	.0623
BINGHAMTON	263.9	259.3	-1.7	97.9	1.8	4,183,185	64.0	26,326	42,729	2,057,348	63.6	12,973	21,015	.1157	.1102
Broome	212.7	207.1	-2.6	79.3	.1	3,305,545	60.7	25,968	41,684	1,819,295	63.1	14,063	22,940	.0960	.0904
Tioga	51.2	52.2	2.0	18.6	3.1	877,640	77.5	27,931	47,185	238,053	67.3	8,040	12,799	.0197	.0198
BUFFALO	994.7	938.9	-5.6	344.2	-4.4	13,581,579	42.6	25,895	39,458	7,202,549	48.5	13,183	20,925	.4069	.3742
Erie	994.7	938.9	-5.6	344.2	-4.4	13,581,579	42.6	25,895	39,458	7,202,549	48.5	13,183	20,925	.4069	.3742
BUFFALO - NIAGARA FALLS CONSOLIDATED AREA	*1,271.6*	*1,196.6*	*-5.9*	*438.8*	*-4.9*	*16,532,910*	*48.5*	*25,751*	*39,611*	*8,698,359*	*48.0*	*13,067*	*20,028*	*.5383*	*.4954*
ELMIRA	97.5	95.4	-2.2	34.1	-3.4	1,262,511	50.3	23,796	37,004	572,708	44.5	11,225	16,796	.0283	.0239
Chemung	97.5	95.4	-2.2	34.1	-3.4	1,262,511	50.3	23,796	37,004	572,708	44.5	11,225	16,796	.0283	.0239
GLENS FALLS	112.7	113.5	.7	39.7	1.3	1,551,241	64.4	23,781	39,074	908,426	68.5	13,737	22,813	.0409	.0446
Warren	56.8	58.0	2.1	20.8	1.5	825,521	64.7	24,157	39,689	640,571	68.6	18,528	30,797	.0247	.0261
Washington	55.9	55.5	-.7	18.9	1.1	725,720	64.1	23,369	38,398	267,855	68.0	8,526	14,173	.0192	.0185
NASSAU - SUFFOLK	2,637.4	2,679.8	1.6	866.5	4.5	54,736,333	73.7	37,989	64,145	24,204,497	73.7	16,044	27,966	1.3483	1.3681
Nassau	1,306.2	1,316.1	.8	440.0	3.6	31,133,596	75.3	41,093	69,495	14,954,255	74.8	19,780	33,980	.7545	.7650
Suffolk	1,331.2	1,363.7	2.4	426.5	5.5	23,602,737	78.4	34,604	[illegible]	9,250,242	69.4	13,202	21,193	.5937	.6031
NEW YORK	8,118.3	7,987.2	-1.6	3,183.6	-1.3	129,768,166	58.7	25,842	40,761	49,461,187	61.6	9,498	15,526	3.4510	3.1787
Bronx	1,075.5	954.1	-11.3	361.5	-10.9	10,873,109	36.3	19,672	30,078	3,470,914	41.6	6,046	9,601	.3438	.2793
Kings	2,120.7	2,003.4	-5.5	775.5	-4.4	26,369,943	53.0	21,258	34,004	7,950,665	56.8	6,252	10,252	.7171	.6445
New York (Manhattan)	1,428.9	1,403.3	-1.8	734.6	-.2	28,222,316	46.4	26,180	38,949	17,780,267	64.2	14,910	24,538	.8338	.7782
Putnam	83.7	92.0	9.9	31.0	13.1	1,648,734	77.9	33,815	53,185	582,789	84.4	11,536	18,800	.0073	.0086
Queens	1,901.6	1,907.5	.3	741.2	1.3	30,592,156	57.5	26,543	41,274	8,539,682	62.2	7,195	11,521	.7540	.7089
Richmond	371.3	405.5	8.7	137.2	10.7	7,337,536	86.8	31,783	53,426	1,852,848	74.6	8,566	13,505	.1516	.1614
Rockland	270.4	283.5	4.8	90.7	8.1	3,948,719	82.8	38,790	65,587	1,919,049	71.6	13,332	21,150	.1286	.1337
Westchester	866.2	859.9	-.7	321.9	1.7	18,735,401	61.8	36,640	58,363	7,264,943	62.7	14,216	22,880	.4659	.4399
NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA	*17,333.5*	*17,218.2*	*-.6*	*6,465.0*	*.8*	*313,085,586*	*64.1*	*29,758*	*48,428*	*127,458,610*	*63.7*	*13,069*	*19,713*	*7.0781*	*7.4479*

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SOURCES: *S&MM SURVEY OF BUYING POWER, 1983
THE SCARBOROUGH REPORT, 1982 • A.B.C. AUDITS, 1983

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/82 Total Pop. (Thous.)	12/31/87 Total Pop. (Thous.)	% Change 1982-1987	12/31/87 Total House-holds (Thous.)	% Change 1982-1987	1987 Total EBI ($000)	% Change 1982-1987	Average Household EBI 1982	Average Household EBI 1987	1987 Total Retail Sales ($000)	% Change 1982-1987	Retail Sales Per Household 1982	Retail Sales Per Household 1987	1982	1987
NY (cont.)															
NIAGARA FALLS	**226.9**	**217.7**	**-4.1**	**79.6**	**-3.7**	**2,951,339**	**42.1**	**25,111**	**37,077**	**1,496,010**	**45.4**	**12,445**	**18,794**	**.0954**	**.0814**
Niagara	226.9	217.7	-4.1	79.6	-3.7	2,951,339	42.1	25,111	37,077	1,496,010	45.4	12,445	18,794	.0954	.0814
ORANGE COUNTY	**274.0**	**289.3**	**5.6**	**96.0**	**6.1**	**4,375,376**	**72.3**	**28,065**	**45,577**	**2,139,771**	**71.8**	**13,764**	**22,289**	**.1160**	**.1166**
Orange	274.0	289.3	5.6	96.0	6.1	4,375,376	72.3	28,065	45,577	2,139,771	71.8	13,764	22,289	.1160	.1166
POUGHKEEPSIE	**254.1**	**265.0**	**4.3**	**92.0**	**6.7**	**4,868,568**	**79.6**	**31,441**	**52,919**	**1,972,133**	**71.4**	**13,351**	**21,436**	**.1155**	**.1186**
Dutchess	254.1	265.0	4.3	92.0	6.7	4,868,568	79.6	31,441	52,919	1,972,133	71.4	13,351	21,436	.1155	.1186
ROCHESTER	**982.2**	**991.3**	**.9**	**371.3**	**3.5**	**17,366,782**	**64.7**	**29,480**	**46,773**	**7,785,703**	**62.5**	**13,376**	**20,996**	**.4580**	**.4389**
Livingston	58.2	58.4	.3	19.5	1.6	892,741	70.7	27,236	45,782	354,361	69.6	11,187	18,685	.0229	.0226
Monroe	705.2	708.1	.4	272.3	3.4	13,273,812	65.4	30,487	48,747	5,782,545	64.9	13,316	21,236	.3410	.3286
Ontario	92.4	94.3	2.1	33.1	2.5	1,241,454	51.2	25,420	37,506	702,735	45.8	14,926	21,231	.0400	.0357
Orleans	39.2	39.0	-.5	13.7	.7	635,692	69.8	27,533	46,401	172,986	53.9	8,266	12,627	.0150	.0144
Wayne	87.2	91.5	4.9	32.7	8.3	1,323,083	66.0	26,391	40,461	773,076	60.6	15,943	23,641	.0391	.0376
SYRACUSE	**648.8**	**644.8**	**-.6**	**233.0**	**.1**	**10,398,882**	**63.0**	**27,412**	**44,630**	**5,033,305**	**62.6**	**13,294**	**21,602**	**.2871**	[illegible]
Madison	66.2	65.3	-1.4	20.5	-5.5	822,348	49.8	25,305	40,115	354,767	47.5	11,081	17,306	.0249	[illegible]
Onondaga	464.3	461.7	-.6	173.0	.9	7,685,825	63.0	27,517	44,427	4,061,838	65.1	14,353	23,479	.2156	.2058
Oswego	118.3	117.8	-.4	39.5	-.5	1,890,709	69.4	28,114	47,866	616,700	56.4	9,932	15,613	.0466	.0449
UTICA - ROME	**317.6**	**308.9**	**-2.7**	**111.0**	**-2.4**	**4,467,149**	**61.8**	**24,288**	**40,245**	**2,291,818**	**62.7**	**12,309**	**20,647**	**.1292**	**.1218**
Herkimer	67.0	66.6	-.6	23.3	-3.3	897,679	63.0	22,857	38,527	362,171	61.0	9,334	15,544	.0246	.0232
Oneida	250.6	242.3	-3.3	87.7	-2.1	3,569,470	61.5	24,673	40,701	1,929,647	63.0	13,210	22,003	.1046	.0986
TOTAL METRO COUNTIES	**15,778.1**	**15,558.5**	**-1.4**	**5,806.7**	**-.1**	**265,210,875**	**61.0**	**27,955**	**45,053**	**111,541,245**	**63.1**	**11,684**	**18,948**	**7.0120**	**6.6150**
TOTAL STATE	**17,509.6**	**17,282.3**	**-1.3**	**6,494.8**	**-.1**	**287,143,960**	**60.6**	**27,510**	**44,211**	**122,343,828**	**62.4**	**11,588**	**18,837**	**7.6758**	**7.2226**
NORTH CAROLINA															
ASHEVILLE	**164.8**	**172.2**	**4.5**	**67.8**	**6.3**	**2,244,308**	**72.6**	**20,376**	**33,102**	**1,372,398**	**69.8**	**12,670**	**20,242**	**.0660**	**.0661**
Buncombe	164.8	172.2	4.5	67.8	6.3	2,244,308	72.6	20,376	33,102	1,372,398	69.8	12,670	20,242	.0660	.0661
BURLINGTON	**98.9**	**100.5**	**1.6**	**39.2**	**4.8**	**1,304,559**	**68.0**	**20,763**	**33,280**	**824,618**	**79.1**	**12,314**	**21,036**	**.0390**	**.0389**
Alamance	98.9	100.5	1.6	39.2	4.8	1,304,559	68.0	20,763	33,280	824,618	79.1	12,314	21,036	.0390	.0389
CHARLOTTE - GASTONIA - ROCK HILL	**1,004.2**	**1,095.3**	**9.1**	**405.3**	**10.7**	**15,532,524**	**80.8**	**23,461**	**38,324**	**8,196,994**	**80.3**	**12,421**	**20,225**	**.4076**	**.4292**
Cabarrus	88.8	96.8	9.0	35.0	8.0	1,215,436	74.8	21,457	34,727	686,679	83.3	11,563	19,619	.0338	.0352
Gaston	164.9	175.9	6.7	64.0	8.5	2,191,715	74.9	21,244	34,246	1,166,741	72.3	11,480	18,230	.0614	.0624
Lincoln	45.2	50.4	11.5	18.0	11.8	619,623	81.8	21,173	34,424	216,620	64.4	8,183	12,034	.0152	.0160
Mecklenburg	417.1	456.1	9.4	178.5	12.8	7,502,417	84.2	25,728	42,030	4,260,132	81.9	14,793	23,866	.1933	.2062
Rowan	101.2	106.5	5.2	40.9	7.9	1,402,081	75.4	21,096	34,281	594,169	74.2	9,001	14,527	.0363	.0370
Union	74.8	84.2	12.6	28.1	12.9	968,043	80.1	21,582	34,450	474,261	93.5	9,842	16,878	.0256	.0274
York, S. C.	*112.2*	*125.4*	*11.8*	*40.8*	*8.8*	*1,633,209*	*83.5*	*23,731*	*40,030*	*798,392*	*83.3*	*11,617*	*19,568*	*.0420*	*.0450*
FAYETTEVILLE	**257.6**	**266.5**	**3.5**	**83.5**	**3.5**	**3,044,950**	**69.0**	**22,325**	**36,466**	**1,611,223**	**66.6**	**11,986**	**19,296**	**.0900**	**.0885**
Cumberland	257.6	266.5	3.5	83.5	3.5	3,044,950	69.0	22,325	36,466	1,611,223	66.6	11,986	19,296	.0900	.0885

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/82 Total Pop. (Thous.)	12/31/87 Total Pop. (Thous.)	% Change 1982-1987	12/31/87 Total Households (Thous.)	% Change 1982-1987	1987 Total EBI ($000)	% Change 1982-1987	Average Household EBI 1982	Average Household EBI 1987	1987 Total Retail Sales ($000)	% Change 1982-1987	Retail Sales Per Household 1982	Retail Sales Per Household 1987	1982	1987
NC (cont.)															
GREENSBORO - WINSTON-SALEM -															
HIGH POINT	876.0	930.9	6.3	355.3	8.5	13,434,616	78.2	22,811	37,812	7,371,967	78.6	12,400	20,747	.3613	.3745
Davidson	117.4	126.9	8.1	46.3	8.4	1,554,316	75.4	20,752	33,571	662,179	73.4	8,841	14,302	.0409	.0418
Davie	26.0	28.2	8.5	10.5	11.7	354,454	79.1	21,053	33,758	132,002	85.1	7,587	12,572	.0086	.0092
Forsyth	249.9	264.9	6.0	104.5	8.7	4,332,363	83.0	24,639	41,458	2,343,459	77.8	13,715	22,425	.1119	.1173
Guilford	322.5	336.4	4.3	130.2	7.6	5,060,456	74.6	23,960	38,867	3,449,863	79.1	15,920	26,497	.1470	.1507
Randolph	95.2	103.5	8.7	38.3	8.8	1,206,222	73.5	19,754	31,494	519,900	82.7	8,076	13,564	.0320	.0330
Stokes	35.6	40.1	12.6	14.1	13.7	535,336	93.7	22,057	37,967	102,829	89.9	4,366	7,293	.0108	.0122
Yadkin	29.4	30.9	5.1	11.4	5.6	391,469	79.1	20,238	34,339	161,735	68.1	8,911	14,187	.0101	.0103
HICKORY	210.4	226.0	7.4	82.7	8.1	2,850,395	75.4	21,266	34,467	1,531,246	76.4	11,345	18,516	.0790	.0812
Alexander	26.5	28.4	7.2	9.8	5.4	304,144	68.7	19,388	31,035	82,467	55.5	5,701	8,415	.0078	.0077
Burke	75.5	81.6	8.1	30.0	9.5	969,919	77.2	19,977	32,331	356,171	72.7	7,525	11,872	.0247	.0254
Catawba	108.4	116.0	7.0	42.9	7.8	1,576,332	75.6	22,553	36,744	1,092,608	79.5	15,294	25,469	.0465	.0481
JACKSONVILLE	116.1	116.2	.1	32.3	.0	1,149,878	59.4	22,327	35,600	582,168	67.1	10,788	18,024	.0361	.0342
Onslow	116.1	116.2	.1	32.3	.0	1,149,878	59.4	22,327	35,600	582,168	67.1	10,788	18,024	.0361	.0342
RALEIGH - DURHAM	590.3	644.3	9.1	243.2	11.5	10,012,342	84.5	24,876	41,169	4,766,785	79.0	12,212	19,600	.2483	.2633
Durham	157.3	166.3	5.7	63.2	6.6	2,609,811	82.3	24,141	41,294	1,360,043	80.8	12,685	21,520	.0670	.0703
Franklin	30.9	32.8	6.1	11.6	9.4	334,070	77.7	17,735	28,799	107,112	63.8	6,167	9,234	.0088	.0089
Orange	81.6	88.0	7.8	33.0	10.0	1,298,688	80.2	24,019	39,354	434,044	71.3	8,446	13,153	.0305	.0316
Wake	320.5	357.2	11.5	135.4	14.6	5,769,773	87.0	26,102	42,613	2,865,586	79.9	13,473	21,164	.1420	.1525
WILMINGTON	108.6	115.8	6.6	44.3	8.6	1,615,634	77.2	22,344	36,470	1,131,923	88.3	14,735	25,551	.0467	.0493
New Hanover	108.6	115.8	6.6	44.3	8.6	1,615,634	77.2	22,344	36,470	1,131,923	88.3	14,735	25,551	.0467	.0493
TOTAL METRO COUNTIES	3,314.7	3,542.3	6.9	1,312.8	8.9	49,555,997	78.3	23,055	37,748	26,590,530	77.8	12,484	20,255	1.3320	1.3802
TOTAL STATE	6,073.8	6,438.9	6.0	2,351.1	7.5	81,208,083	75.8	21,119	34,540	43,626,651	75.4	11,378	18,556	2.2631	2.3138
NORTH DAKOTA															
BISMARCK	86.9	99.1	14.0	36.3	16.0	1,509,366	80.4	26,727	41,580	822,249	67.4	15,609	22,651	.0402	.0416
Burleigh	59.8	68.8	15.1	25.3	16.1	1,176,260	85.0	29,167	46,492	624,246	69.0	16,949	24,674	.0300	.0314
Morton	27.1	30.3	11.8	11.0	15.8	333,106	66.0	21,138	30,283	198,003	62.8	12,799	18,000	.0102	.0102

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION 12/31/82 Total Pop. (Thous.)	12/31/87 Total Pop. (Thous.)	% Change 1982-1987	12/31/87 Total Households (Thous.)	% Change 1982-1987	EFFECTIVE BUYING INCOME 1987 Total EBI ($000)	% Change 1982-1987	Average Household EBI 1982	Average Household EBI 1987	RETAIL SALES 1987 Total Retail Sales ($000)	% Change 1982-1987	Retail Sales Per Household 1982	Retail Sales Per Household 1987	BUYING POWER INDEX 1982	BUYING POWER INDEX 1987
ND (cont.)															
FARGO - MOORHEAD	143.8	150.4	4.6	56.9	6.8	2,269,418	63.6	26,032	39,804	1,367,779	54.3	14,632	24,038	.0684	.0645
Cass	93.6	99.1	5.9	38.7	7.5	1,590,878	63.0	27,103	41,108	1,040,370	53.3	18,850	26,883	.0490	.0460
Clay, Minn.	*50.2*	*51.3*	*2.2*	*18.2*	*5.2*	*678,540*	*64.8*	*23,802*	*37,282*	*327,409*	*57.5*	*12,017*	*17,990*	*.0194*	*.0185*
GRAND FORKS	68.2	69.5	1.9	24.0	1.7	1,290,340	73.7	31,468	53,764	610,800	57.5	16,435	25,450	.0336	.0327
Grand Forks	68.2	69.5	1.9	24.0	1.7	1,290,340	73.7	31,468	53,764	610,800	57.5	16,435	25,450	.0336	.0327
TOTAL METRO COUNTIES	248.7	267.7	7.6	99.8	8.9	4,390,584	71.8	28,107	44,349	2,473,419	58.8	17,135	24,984	.1228	.1280
TOTAL STATE	675.3	701.1	3.8	255.8	4.7	10,465,535	60.5	25,498	41,041	5,280,518	58.2	13,752	20,786	.2923	.2804
OHIO															
AKRON	654.1	654.3	.0	239.8	.4	10,135,404	64.6	25,772	42,266	4,759,852	54.7	12,875	19,849	.2818	.2657
Portage	139.2	142.5	2.4	48.0	2.6	2,114,093	69.4	26,674	44,044	658,993	52.1	9,260	13,729	.0525	.0506
Summit	514.9	511.8	-.6	191.8	-.2	8,021,311	63.4	25,552	41,821	4,100,859	55.2	13,756	21,381	.2293	.2151
CANTON	407.1	409.1	.5	148.2	.5	6,096,404	64.8	25,074	41,136	2,891,356	50.5	13,024	19,510	.1725	.1616
Carroll	26.7	26.8	.4	8.6	-4.4	308,267	56.2	21,926	35,845	124,609	40.9	9,823	14,489	.0093	.0084
Stark	380.4	382.3	.5	139.6	.8	5,788,137	65.3	25,279	41,462	2,766,747	51.0	13,232	19,819	.1632	.1532
CINCINNATI	1,406.6	1,430.9	1.7	524.5	1.9	23,353,735	71.7	26,412	44,526	10,746,511	62.3	12,862	20,489	.6144	.6027
Clermont	139.0	158.9	14.3	55.6	17.8	2,285,166	91.1	25,339	41,100	914,051	86.3	10,392	16,440	.0528	.0583
Hamilton	859.1	839.2	-2.3	320.6	-1.8	14,765,607	66.7	27,119	46,056	6,707,779	52.7	13,449	20,923	.3974	.3741
Warren	103.1	111.3	8.0	37.7	10.2	1,847,241	86.8	28,910	48,998	547,454	65.7	9,663	14,521	.0406	.0426
Dearborn, Ind.	*35.8*	*39.1*	*9.2*	*13.1*	*7.4*	*486,983*	*78.8*	*22,322*	*37,174*	*185,225*	*72.3*	*8,812*	*14,139*	*.0123*	*.0128*
Boone, Ky.	*49.8*	*57.5*	*15.5*	*19.5*	*16.8*	*798,253*	*93.6*	*24,690*	*40,936*	*916,521*	*101.2*	*27,272*	*47,001*	*.0262*	*.0302*
Campbell, Ky.	*81.6*	*79.8*	*-2.2*	*27.0*	*-5.3*	*1,150,219*	*62.4*	*24,855*	*42,601*	*498,524*	*64.5*	*10,631*	*18,464*	*.0316*	*.0300*
Kenton, Ky.	*138.2*	*145.1*	*5.0*	*51.0*	*3.0*	*2,020,266*	*73.4*	*23,535*	*39,613*	*976,957*	*79.8*	*10,975*	*19,156*	*.0535*	*.0547*
CINCINNATI - HAMILTON CONSOLIDATED AREA	*1,674.0*	*1,715.8*	*2.5*	*624.1*	*2.6*	*27,817,230*	*72.4*	*26,531*	*44,572*	*12,233,136*	*61.7*	*12,431*	*19,601*	*.7215*	*.7097*
CLEVELAND	1,852.6	1,796.8	-3.0	677.7	-2.9	29,846,533	59.6	26,794	44,041	13,603,194	48.2	13,151	20,073	.8398	.7653
Cuyahoga	1,436.3	1,356.9	-5.5	531.2	-4.8	22,562,850	56.1	25,912	42,475	10,592,092	46.0	13,003	19,940	.6539	.5832
Geauga	77.7	81.7	5.1	26.0	6.1	1,417,725	73.8	33,302	54,528	525,820	70.1	12,617	20,224	.0339	.0343
Lake	216.4	222.4	2.8	76.8	1.5	3,740,628	66.6	29,660	48,706	1,620,658	50.0	14,274	21,102	.0998	.0944
Medina	122.2	135.8	11.1	43.7	9.8	2,125,330	79.8	29,707	48,635	864,624	62.1	13,404	19,785	.0522	.0534
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	*2,786.2*	*2,731.1*	*-2.0*	*1,014.3*	*-1.7*	*44,297,505*	*61.4*	*26,584*	*43,673*	*19,962,343*	*49.9*	*12,908*	*19,681*	*1.2342*	*1.1375*
COLUMBUS	1,269.8	1,291.2	1.7	491.7	3.5	20,400,722	71.0	25,269	41,897	9,638,566	59.6	12,715	19,603	.5512	.5363
Delaware	57.3	62.8	9.6	20.9	8.9	1,060,875	87.2	29,508	50,760	245,472	64.8	7,756	11,745	.0220	.0234
Fairfield	99.9	110.6	10.7	37.1	8.5	1,320,705	77.4	25,066	40,989	543,023	63.2	9,729	14,637	.0373	.0381
Franklin	878.0	874.7	-.4	348.6	2.5	14,619,328	69.2	25,419	41,938	7,650,537	59.8	14,082	21,946	.4050	.3902
Licking	124.8	131.7	5.5	48.5	8.0	2,012,623	78.1	25,162	41,497	702,839	60.0	9,781	14,492	.0487	.0490
Madison	34.1	35.6	4.4	11.9	4.4	413,929	66.8	21,763	34,784	165,439	54.7	9,382	13,902	.0116	.0110
Pickaway	44.5	43.5	-2.2	14.1	-4.1	521,605	54.9	22,910	36,993	190,731	40.6	9,230	13,527	.0152	.0136
Union	31.2	32.3	3.5	10.6	.0	451,657	67.7	25,415	42,609	140,525	59.1	8,333	13,257	.0114	.0110
DAYTON - SPRINGFIELD	932.4	937.8	.6	355.0	1.9	15,302,227	69.5	25,902	43,106	6,803,217	58.8	12,266	19,164	.4053	.3907
Clark	147.8	146.3	-1.0	53.7	-.9	2,107,888	63.1	23,852	39,253	916,699	49.0	11,350	17,071	.0593	.0549
Greene	131.1	134.0	2.2	47.1	4.2	2,399,550	78.8	29,698	50,946	818,523	65.3	10,956	17,378	.0556	.0562
Miami	91.9	93.7	2.0	33.3	.3	1,476,511	70.6	26,074	44,340	505,314	51.0	10,081	15,175	.0369	.0355
Montgomery	561.6	563.8	.4	220.9	2.3	9,318,278	68.6	25,596	42,183	4,562,681	59.5	13,251	20,655	.2535	.2441
HAMILTON - MIDDLETOWN	267.4	284.9	6.5	99.6	6.4	4,463,495	75.9	27,115	44,814	1,486,625	57.8	10,063	14,926	.1071	.1070
Butler	267.4	284.9	6.5	99.6	6.4	4,463,495	75.9	27,115	44,814	1,486,625	57.8	10,063	14,926	.1071	.1070
LIMA	156.9	161.6	3.0	56.1	.9	2,187,555	64.8	23,869	38,996	1,066,606	48.7	12,903	19,013	.0635	.0596
Allen	113.1	116.6	3.1	40.6	.7	1,573,872	64.3	23,776	38,765	843,062	48.4	14,098	20,765	.0472	.0441
Auglaize	43.8	45.0	2.7	15.5	1.3	613,683	66.4	24,111	39,592	223,544	49.8	9,755	14,422	.0163	.0155
LORAIN - ELYRIA	279.5	280.0	.2	96.8	1.4	4,315,568	66.9	27,079	44,582	1,599,297	50.1	11,161	16,522	.1126	.1065
Lorain	279.5	280.0	.2	96.8	1.4	4,315,568	66.9	27,079	44,582	1,599,297	50.1	11,161	16,522	.1126	.1065
MANSFIELD	131.4	132.3	.7	40.7	1.5	1,841,718	65.2	23,223	37,818	1,025,007	53.1	13,951	21,047	.0552	.0520
Richland	131.4	132.3	.7	40.7	1.5	1,841,718	65.2	23,223	37,818	1,025,007	53.1	13,951	21,047	.0552	.0520
PARKERSBURG - MARIETTA	160.8	168.0	4.5	60.1	2.7	2,280,016	70.7	22,826	37,937	1,572,812	72.3	15,604	26,170	.0695	.0696
Washington	66.4	69.8	5.1	24.9	5.1	919,433	72.0	22,554	36,925	432,001	57.0	11,610	17,349	.0255	.0250
Wood, W. Va.	*94.4*	*98.2*	*4.0*	*35.2*	*1.1*	*1,360,583*	*69.9*	*23,012*	*38,653*	*1,140,811*	*78.9*	*18,325*	*32,409*	*.0440*	*.0446*
STEUBENVILLE - WEIRTON	161.2	161.4	.1	58.3	-.2	2,301,605	63.4	24,116	39,479	984,802	52.9	10,609	16,892	.0632	.0599
Jefferson	90.1	87.6	-2.8	32.1	-2.7	1,253,865	58.3	24,009	39,061	513,548	43.1	10,874	15,998	.0358	.0322
Brooke, W. Va.	*30.7*	*31.7*	*3.3*	*11.0*	*2.8*	*431,393*	*70.4*	*23,657*	*39,218*	*167,682*	*80.6*	*8,677*	*15,244*	*.0110*	*.0111*
Hancock, W. Va.	*40.4*	*42.1*	*4.2*	*15.2*	*3.4*	*616,347*	*69.8*	*24,690*	*40,549*	*303,572*	*80.8*	*11,423*	*19,972*	*.0164*	*.0166*
TOLEDO	620.0	627.9	1.3	227.6	.3	9,577,739	64.8	25,607	42,081	4,625,446	52.5	13,370	20,320	.2696	.2536
Fulton	39.1	40.1	2.6	13.4	.8	587,854	68.2	26,277	43,870	206,835	50.2	10,352	15,435	.0150	.0144
Lucas	468.9	468.6	-.1	174.2	-.9	7,228,840	62.6	25,298	41,497	3,691,617	51.9	13,631	21,192	.2089	.1943
Wood	112.0	119.2	6.4	40.0	5.5	1,761,045	73.3	26,806	44,026	726,994	56.0	12,293	18,175	.0457	.0449
YOUNGSTOWN - WARREN	528.9	516.5	-2.3	188.7	-1.6	7,885,793	63.3	25,344	41,790	3,610,299	53.7	12,412	19,126	.2222	.2059
Mahoning	285.0	277.4	-2.7	100.9	-2.9	3,915,223	58.7	23,748	38,803	[illegible]	[illegible]	12,722	20,200	.1172	.1079
Trumbull	243.9	239.1	-2.0	87.8	-.1	3,970,570	65.9	27,230	45,223	1,272,631	48.5	12,045	17,912	.1050	.0980
TOTAL METRO COUNTIES	8,504.6	8,511.4	.1	3,156.9	.6	135,482,806	66.3	25,068	42,916	61,048,794	53.0	12,647	19,287	3.6084	3.4989
TOTAL STATE	10,838.3	10,898.0	.6	3,990.5	.8	166,763,477	66.5	25,292	41,788	73,282,015	53.5	12,061	18,206	4.5289	4.3913

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/82 Total Pop. (Thous.)	12/31/87 Total Pop. (Thous.)	% Change 1982-1987	12/31/87 Total House-holds (Thous.)	% Change 1982-1987	1987 Total EBI ($000)	% Change 1982-1987	Average Household EBI 1982	Average Household EBI 1987	1987 Total Retail Sales ($000)	% Change 1982-1987	Retail Sales Per Household 1982	Retail Sales Per Household 1987	1982	1987
OKLAHOMA															
ENID	65.6	72.0	9.8	27.5	7.8	1,156,419	72.8	26,242	42,052	710,629	78.8	15,589	25,841	.0318	.0328
Garfield	65.6	72.0	9.8	27.5	7.8	1,156,419	72.8	26,242	42,052	710,629	78.8	15,589	25,841	.0318	.0328
LAWTON	114.6	112.7	−1.7	35.9	−2.2	1,539,233	60.2	26,187	42,876	722,889	62.3	12,136	20,136	.0441	.0415
Comanche	114.6	112.7	−1.7	35.9	−2.2	1,539,233	60.2	26,187	42,876	722,889	62.3	12,136	20,136	.0441	.0415
OKLAHOMA CITY	905.6	1,010.9	11.6	390.5	12.5	16,703,452	88.9	26,907	43,775	9,181,953	82.1	14,534	23,513	.4278	.4538
Canadian	65.9	83.1	26.1	28.6	28.3	1,367,407	105.8	29,791	47,811	525,157	94.6	12,100	18,362	.0283	.0335
Cleveland	148.8	181.8	22.2	66.1	24.7	2,968,551	99.9	28,024	44,910	1,059,398	104.7	9,765	16,027	.0611	.0716
Logan	29.6	33.9	14.5	11.5	11.7	418,192	78.5	22,748	36,365	128,089	83.0	6,796	11,138	.0098	.0103
McClain	22.7	25.2	11.0	8.6	8.9	324,022	74.8	23,465	37,677	138,757	78.9	9,820	16,135	.0083	.0088
Oklahoma	578.9	620.8	7.2	251.6	8.6	10,725,758	74.1	26,587	42,630	6,879,455	78.3	16,554	27,343	.2967	.3049
Pottawatomie	59.7	66.1	10.7	24.1	9.5	899,522	78.1	22,956	37,325	451,097	81.1	11,321	18,718	.0236	.0247
TULSA	698.9	793.4	13.5	305.7	13.8	13,183,584	82.1	26,941	43,126	7,512,614	90.5	14,690	24,575	.3343	.3622
Creek	64.1	72.1	12.5	24.3	6.6	934,236	72.1	23,812	38,446	344,284	75.6	8,599	14,168	.0234	.0240
Osage	42.7	49.5	15.9	17.7	12.7	702,236	81.7	24,615	39,674	158,437	87.4	5,385	8,951	.0149	.0160
Rogers	52.8	62.8	18.9	21.0	16.0	891,598	85.2	26,594	42,457	322,296	90.1	9,368	15,347	.0202	.0223
Tulsa	490.5	547.6	11.6	222.2	13.5	9,802,208	81.3	27,610	44,114	6,562,167	91.0	17,551	29,533	.2602	.2814
Wagoner	48.8	61.4	25.8	20.5	25.8	853,306	102.1	25,904	41,625	125,430	106.7	3,723	6,119	.0156	.0185
TOTAL METRO COUNTIES	1,817.8	2,024.9	11.4	771.2	11.9	32,859,472	79.6	26,540	42,608	18,277,881	84.1	14,399	23,699	.8478	.8993
TOTAL STATE	3,107.8	3,387.0	10.0	1,324.6	10.0	51,119,288	73.7	24,164	38,592	28,861,872	81.7	12,824	21,185	1.2648	1.4217
OREGON															
EUGENE - SPRINGFIELD	277.9	306.8	10.4	118.0	9.4	3,951,886	73.7	21,090	33,491	2,742,550	76.8	14,373	23,242	.1186	.1220
Lane	277.9	306.8	10.4	118.0	9.4	3,951,886	73.7	21,090	33,491	2,742,550	76.8	14,373	23,242	.1186	.1220
MEDFORD	140.4	155.0	10.4	57.7	8.7	1,816,818	71.4	19,961	31,487	1,460,712	82.3	15,086	25,316	.0584	.0604
Jackson	140.4	155.0	10.4	57.7	8.7	1,816,818	71.4	19,961	31,487	1,460,712	82.3	15,086	25,316	.0584	.0604
PORTLAND	1,135.5	1,253.5	10.4	493.3	9.4	20,723,601	84.3	24,941	42,010	12,296,212	84.9	14,746	24,926	.5378	.5773
Clackamas	250.9	283.3	12.9	100.7	12.0	4,245,712	79.1	26,369	42,162	2,063,807	93.2	11,883	20,495	.1052	.1131
Multnomah	564.2	587.4	4.1	244.1	2.0	9,503,543	72.4	23,021	38,933	6,237,081	72.0	15,149	25,551	.2743	.2754
Washington	261.5	316.4	21.0	124.4	23.7	6,158,037	111.2	28,977	49,502	3,554,826	108.0	16,985	28,576	.1361	.1654
Yamhill	58.9	66.4	12.7	24.1	14.8	816,309	81.8	21,381	33,872	440,498	79.7	11,670	18,278	.0222	.0234
PORTLAND - VANCOUVER CONSOLIDATED AREA	*1,341.1*	*1,493.4*	*11.4*	*588.9*	*10.4*	*24,263,889*	*84.0*	*25,809*	*41,709*	*13,666,445*	*85.1*	*14,015*	*23,530*	*.6399*	*.6664*
SALEM	260.3	291.4	11.9	106.2	9.8	3,518,951	74.0	20,919	33,135	2,127,635	77.5	12,397	20,034	.1014	.1053
Marion	213.0	241.6	13.4	88.7	12.0	2,960,910	77.5	21,066	33,381	1,938,592	79.6	13,627	21,856	.0860	.0906
Polk	47.3	49.8	5.3	17.5	.0	558,041	57.4	20,257	31,888	189,043	58.2	6,828	10,802	.0154	.0147
TOTAL METRO COUNTIES	1,814.1	2,006.7	10.6	775.2	9.4	30,011,256	80.7	23,402	38,714	18,487,109	82.6	14,394	24,029	.8162	.8650
TOTAL STATE	2,719.0	3,003.3	10.5	1,147.2	9.3	41,660,008	78.6	22,198	36,269	26,118,195	80.3	13,881	22,767	1.1649	1.2218
PENNSYLVANIA															
ALLENTOWN - BETHLEHEM	647.8	668.4	3.2	250.6	3.9	11,021,452	70.9	26,748	43,980	5,213,865	68.0	12,871	20,806	.2885	.2862
Carbon	54.1	54.3	.4	20.8	1.5	664,243	57.0	20,643	31,935	235,678	45.5	7,904	11,331	.0188	.0170
Lehigh	277.5	287.2	3.5	110.8	4.2	5,163,606	75.8	27,624	46,603	2,837,674	70.3	15,678	25,611	.1368	.1384
Northampton	228.5	233.8	2.3	86.2	3.6	3,732,213	68.5	26,618	43,297	1,485,948	68.5	10,596	17,238	.0946	.0930
Warren, N. J.	*87.7*	*93.1*	*6.2*	*32.8*	*5.5*	*1,461,390*	*67.1*	*28,125*	*44,555*	*654,565*	*66.6*	*12,634*	*19,956*	*.0383*	*.0378*
ALTOONA	137.0	136.0	−.7	49.0	−2.4	1,631,833	53.0	21,244	33,303	973,461	50.0	12,932	19,867	.0541	.0486
Blair	137.0	136.0	−.7	49.0	−2.4	1,631,833	53.0	21,244	33,303	973,461	50.0	12,932	19,867	.0541	.0486
BEAVER COUNTY	203.1	201.2	−.9	72.8	−.8	3,240,612	61.8	27,280	44,514	1,208,654	51.5	10,870	16,602	.0853	.0793
Beaver	203.1	201.2	−.9	72.8	−.8	3,240,612	61.8	27,280	44,514	1,208,654	51.5	10,870	16,602	.0853	.0793
ERIE	283.9	286.7	1.0	100.7	−.3	4,040,281	61.7	24,733	40,122	1,872,818	54.5	12,000	18,598	.1149	.1076
Erie	283.9	286.7	1.0	100.7	−.3	4,040,281	61.7	24,733	40,122	1,872,818	54.5	12,000	18,598	.1149	.1076
HARRISBURG - LEBANON - CARLISLE	567.9	593.2	4.5	221.8	4.8	9,712,695	73.5	26,455	43,790	4,979,518	60.7	13,953	22,480	.2581	.2584
Cumberland	184.3	195.7	6.2	73.0	8.6	3,370,229	77.8	28,205	46,168	1,927,144	71.1	16,763	26,399	.0901	.0921
Dauphin	234.9	243.9	3.8	96.1	4.9	4,386,409	79.4	26,688	45,644	2,242,593	78.0	13,757	23,336	.1108	.1147
Lebanon	110.8	112.8	1.8	38.6	−2.0	1,472,081	53.0	24,420	38,137	653,069	41.1	11,745	16,919	.0443	.0393
Perry	37.9	40.8	7.7	14.1	5.2	483,976	63.6	22,073	34,325	156,712	52.0	7,692	11,114	.0129	.0123
JOHNSTOWN	264.6	265.1	.2	94.8	.4	3,197,950	55.9	21,726	33,734	1,545,727	45.9	11,222	16,285	.0989	.0892
Cambria	181.8	180.7	−.6	64.4	−.5	2,192,418	54.2	21,973	34,044	1,174,474	45.4	12,481	18,237	.0704	.0630
Somerset	82.8	84.4	1.9	30.4	2.4	1,005,532	59.8	21,186	33,077	371,253	47.4	8,479	12,212	.0285	.0262
LANCASTER	374.1	396.4	6.0	139.5	6.2	5,427,820	66.6	25,727	40,343	2,701,425	61.6	12,734	19,365	.1555	.1511
Lancaster	374.1	396.4	6.0	139.5	6.2	5,427,820	66.6	25,727	40,343	2,701,425	61.6	12,734	19,365	.1555	.1511
PHILADELPHIA	4,685.9	4,713.1	.6	1,700.5	1.6	76,375,574	66.8	27,491	44,914	38,702,113	63.5	12,386	19,819	2.0282	1.9491
Bucks	496.2	526.3	6.1	178.9	6.9	8,996,959	73.7	30,954	50,290	4,542,648	70.0	15,971	25,392	.2346	.2365
Chester	328.6	359.6	9.4	125.2	11.5	6,575,259	79.5	32,625	52,518	2,218,063	70.1	11,609	17,716	.1481	.1530
Delaware	541.9	528.1	−2.5	188.8	−2.5	8,918,716	50.0	29,159	47,239	4,568,740	66.0	14,218	24,199	.2516	.2359
Montgomery	648.0	667.9	3.1	245.7	5.5	13,486,181	70.5	33,974	54,889	6,053,103	66.0	15,660	24,636	.3371	.3324
Philadelphia	1,608.2	1,524.8	−5.2	575.6	−4.8	20,777,239	58.5	21,688	36,097	8,311,031	53.4	8,962	14,439	.5878	.5363
Burlington, N. J.	*376.6*	*392.9*	*4.3*	*130.3*	*5.7*	*4,606,305*	*68.9*	*31,720*	*50,700*	*2,658,837*	*60.6*	*13,424*	*20,406*	*.1675*	*.1633*
Camden, N. J.	*477.7*	*486.6*	*1.9*	*177.2*	*4.4*	*7,484,890*	*62.1*	*27,202*	*42,240*	*3,552,845*	*58.6*	*13,301*	*20,050*	*.2085*	*.1971*
Gloucester, N. J.	*208.7*	*226.9*	*8.7*	*78.8*	*12.1*	*3,538,125*	*70.3*	*28,164*	*44,799*	*1,796,846*	*71.9*	*14,872*	*22,803*	*.0930*	*.0946*
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	*5,459.7*	*5,479.9*	*.4*	*2,042.7*	*1.3*	*90,484,840*	*66.7*	*27,665*	*45,367*	*43,253,415*	*63.3*	*12,602*	*20,196*	*2.4040*	*2.3649*

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/82 Total Pop. (Thous.)	12/31/87 Total Pop. (Thous.)	% Change 1982-1987	12/31/87 Total House-holds (Thous.)	% Change 1982-1987	1987 Total EBI ($000)	% Change 1982-1987	Average Household EBI 1982	Average Household EBI 1987	1987 Total Retail Sales ($000)	% Change 1982-1987	Retail Sales Per Household 1982	Retail Sales Per Household 1987	1982	1987
PA (cont.)															
PITTSBURGH	2,181.9	2,137.1	-2.1	823.9	-.4	36,157,426	65.3	26,458	43,886	16,307,286	59.7	12,350	19,793	.9696	.9208
Allegheny	1,407.4	1,361.2	-3.3	542.0	-.5	25,167,192	67.8	27,538	46,434	11,325,197	63.0	12,757	20,895	.6558	.6302
Fayette	160.6	159.6	-.6	57.0	-2.2	1,782,148	51.6	20,161	31,266	1,052,641	46.2	12,349	18,467	.0605	.0538
Washington	218.4	214.1	-2.0	77.4	-2.5	3,071,601	53.6	25,185	39,685	1,309,768	43.3	11,511	16,922	.0898	.0796
Westmoreland	395.5	402.2	1.7	147.5	2.1	6,136,485	65.9	25,623	41,603	2,619,680	60.8	11,279	17,761	.1635	.1572
PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA	*2,385.0*	*2,338.3*	*-2.0*	*896.7*	*-.4*	*39,398,036*	*65.0*	*26,525*	*43,937*	*17,515,960*	*59.1*	*12,230*	*19,534*	*1.0549*	*1.0801*
READING	317.5	326.4	2.8	123.7	3.9	4,822,523	62.7	24,889	38,986	2,213,229	56.7	11,861	17,892	.1340	.1268
Berks	317.5	326.4	2.8	123.7	3.9	4,822,523	62.7	24,889	38,986	2,213,229	56.7	11,861	17,892	.1340	.1268
SCRANTON - WILKES-BARRE	736.2	734.9	-.2	271.3	-.3	9,818,035	63.6	22,056	36,189	4,539,716	54.1	10,827	16,723	.2819	.2642
Columbia	63.7	65.5	2.8	22.6	.0	834,957	68.3	21,953	36,945	370,231	51.6	10,806	16,382	.0237	.0224
Lackawanna	225.8	217.9	-3.5	81.4	-2.5	2,838,327	55.5	21,865	34,869	1,186,710	42.0	10,012	14,579	.0841	.0748
Luzerne	343.1	337.2	-1.7	125.8	-2.0	4,654,153	65.1	21,953	36,996	2,055,166	53.6	10,423	16,337	.1309	.1227
Monroe	75.1	85.1	13.3	31.5	12.9	1,170,731	77.6	23,633	37,166	753,230	80.0	14,997	23,912	.0331	.0348
Wyoming	28.5	29.2	2.5	10.0	3.1	319,867	58.8	20,769	31,987	174,379	59.8	11,251	17,438	.0101	.0095
SHARON	128.4	129.6	.9	46.8	1.5	1,791,223	59.4	24,375	38,274	855,793	52.9	12,145	18,286	.0522	.0484
Mercer	128.4	129.6	.9	46.8	1.5	1,791,223	59.4	24,375	38,274	855,793	52.9	12,145	18,286	.0522	.0484
STATE COLLEGE	115.2	118.1	2.5	39.5	3.1	1,490,416	63.9	23,744	37,732	736,454	50.0	12,821	18,644	.0442	.0416
Centre	115.2	118.1	2.5	39.5	3.1	1,490,416	63.9	23,744	37,732	736,454	50.0	12,821	18,644	.0442	.0416
WILLIAMSPORT	119.9	120.2	.3	42.6	-2.3	1,564,302	58.7	22,614	36,721	712,767	43.6	11,384	16,732	.0465	.0423
Lycoming	119.9	120.2	.3	42.6	-2.3	1,564,302	58.7	22,614	36,721	712,767	43.6	11,384	16,732	.0465	.0423
YORK	395.5	420.7	6.4	154.3	7.4	6,296,056	71.2	25,594	40,804	2,538,053	61.8	10,918	16,449	.1613	.1596
Adams	71.5	77.1	7.8	26.8	8.9	1,010,070	71.0	24,010	37,689	381,027	68.1	9,214	14,217	.0258	.0261
York	324.0	343.6	6.0	127.5	7.1	5,285,986	71.2	25,921	41,459	2,157,026	60.7	11,270	16,918	.1355	.1335
TOTAL METRO COUNTIES	10,008.2	10,047.6	.4	3,712.7	1.1	157,705,586	65.6	25,929	42,477	71,437,786	60.4	12,127	19,241	4.2659	4.0804
TOTAL STATE	11,869.2	11,947.9	.7	4,386.0	1.1	181,136,440	64.9	25,221	41,299	82,484,212	59.8	11,900	18,806	4.9552	4.7269
RHODE ISLAND															
PROVIDENCE - PAWTUCKET - WOONSOCKET	874.9	870.5	-.5	323.6	.1	13,500,106	67.5	24,937	41,718	6,443,403	72.0	11,588	19,912	.3628	.3556
Bristol	47.4	46.6	-1.7	16.3	.6	713,447	57.3	27,996	43,770	239,451	71.6	8,615	14,690	.0184	.0172
Kent	157.9	161.3	2.2	60.1	4.3	2,806,056	76.8	27,548	46,690	1,570,047	76.2	15,472	26,124	.0743	.0760
Providence	572.5	558.4	-2.5	210.2	-2.6	8,409,656	64.3	23,720	40,008	3,818,636	67.2	10,581	18,167	.2294	.2197
Washington	97.1	104.2	7.3	37.0	10.1	1,570,947	74.5	26,797	42,458	815,269	89.0	12,835	22,034	.0407	.0427
TOTAL METRO COUNTIES	874.9	870.5	-.5	323.6	.1	13,500,106	67.5	24,937	41,718	6,443,403	72.0	11,588	19,912	.3628	.3556
TOTAL STATE	956.0	952.2	-.4	353.9	.4	14,892,911	68.2	25,119	42,082	7,058,327	73.0	11,575	19,944	.3970	.3907
SOUTH CAROLINA															
ANDERSON	140.4	153.6	9.4	54.8	8.5	1,864,751	76.6	20,909	34,028	1,078,941	72.0	12,422	19,689	.0534	.0548
Anderson	140.4	153.6	9.4	54.8	8.5	1,864,751	76.6	20,909	34,028	1,078,941	72.0	12,422	19,689	.0534	.0548
CHARLESTON	455.4	497.2	9.2	165.1	9.7	5,960,605	77.4	22,320	36,103	2,989,426	73.7	11,438	18,107	.1635	.1684
Berkeley	106.5	127.6	19.8	41.2	21.9	1,429,995	97.6	21,412	34,709	372,578	111.7	5,207	9,043	.0307	.0356
Charleston	281.9	288.5	2.3	97.3	2.3	3,559,241	65.7	22,592	36,580	2,295,332	67.6	14,399	23,590	.1110	.1081
Dorchester	67.0	81.1	21.0	26.6	23.1	971,369	99.5	22,542	36,518	321,516	80.5	8,154	12,087	.0218	.0247
CHARLOTTE - GASTONIA - ROCK HILL	1,004.2	1,095.3	9.1	405.3	10.7	15,532,524	80.8	23,461	38,324	8,196,994	80.3	12,421	20,225	.4076	.4292
York	112.2	125.4	11.8	40.8	8.8	1,633,209	83.5	23,731	40,030	798,392	83.3	11,617	19,568	.0420	.0450
Cabarrus, N. C.	*88.8*	*96.8*	*9.0*	*35.0*	*8.0*	*1,215,436*	*74.8*	*21,457*	*34,727*	*686,679*	*83.3*	*11,563*	*19,619*	*.0338*	*.0352*
Gaston, N. C.	*164.9*	*175.9*	*6.7*	*64.0*	*8.5*	*2,191,715*	*74.9*	*21,244*	*34,246*	*1,166,741*	*72.3*	*11,480*	*18,230*	*.0614*	*.0624*
Lincoln, N. C.	*45.2*	*50.4*	*11.5*	*18.0*	*11.8*	*619,623*	*81.8*	*21,173*	*34,424*	*216,620*	*64.4*	*8,183*	*12,034*	*.0152*	*.0160*
Mecklenburg, N. C.	*417.1*	*456.1*	*9.4*	*178.5*	*12.8*	*7,502,417*	*84.2*	*25,728*	*42,030*	*4,260,132*	*81.9*	*14,793*	*23,866*	*.1933*	*.2062*
Rowan, N. C.	*101.2*	*106.5*	*5.2*	*40.9*	*7.9*	*1,402,081*	*75.4*	*21,096*	*34,281*	*594,169*	*74.2*	*9,001*	*14,527*	*.0363*	*.0370*
Union, N. C.	*74.8*	*84.2*	*12.6*	*28.1*	*12.9*	*968,043*	*80.1*	*21,582*	*34,450*	*474,261*	*93.5*	*9,842*	*16,878*	*.0256*	*.0274*
COLUMBIA	425.8	455.3	6.9	156.7	8.7	6,475,810	82.6	24,589	41,326	3,406,372	78.6	13,225	21,736	.1702	.1786
Lexington	152.8	170.5	11.6	59.6	11.6	2,443,481	86.8	24,492	40,998	859,578	74.6	9,220	14,422	.0566	.0604
Richland	273.0	284.8	4.3	97.1	6.9	4,032,329	80.2	24,647	41,528	2,546,794	80.0	15,580	26,229	.1136	.1182
FLORENCE	115.0	121.3	5.5	40.6	5.7	1,315,599	71.7	19,955	32,404	876,174	66.9	13,673	21,581	.0418	.0415
Florence	115.0	121.3	5.5	40.6	5.7	1,315,599	71.7	19,955	32,404	876,174	66.9	13,673	21,581	.0418	.0415
GREENVILLE - SPARTANBURG	592.3	634.0	7.0	228.3	8.0	8,168,836	75.7	21,999	35,781	4,802,248	75.5	12,948	21,035	.2322	.2383
Greenville	298.3	321.6	7.8	116.8	7.8	4,249,035	75.2	22,389	36,379	2,528,307	74.0	13,416	21,646	.1210	.1238
Pickens	84.1	91.2	8.4	30.8	8.8	1,097,221	77.1	21,888	35,624	536,795	77.7	10,673	17,428	.0297	.0307
Spartanburg	209.9	221.2	5.4	80.7	8.0	2,822,580	76.0	21,475	34,976	1,737,146	77.1	13,132	21,526	.0815	.0838
TOTAL METRO COUNTIES	1,950.1	2,108.0	7.8	729.1	8.6	37,053,535	78.6	22,560	37,105	14,628,518	75.6	12,411	20,064	.7431	.7690
TOTAL STATE	3,244.3	3,457.7	6.6	1,182.6	7.1	41,323,622	76.5	21,200	34,943	22,293,996	74.0	11,601	18,852	1.1669	1.1985
SOUTH DAKOTA															
SIOUX FALLS	114.3	124.6	9.0	47.4	9.2	2,231,904	82.6	28,168	47,087	1,451,529	73.5	19,277	30,623	.0608	.0633
Minnehaha	114.3	124.6	9.0	47.4	9.2	2,231,904	82.6	28,168	47,087	1,451,529	73.5	19,277	30,623	.0608	.0633
TOTAL METRO COUNTIES	114.3	124.6	9.0	47.4	9.2	2,231,904	82.6	28,168	47,087	1,451,529	73.5	19,277	30,623	.0608	.0633
TOTAL STATE	704.3	719.6	2.2	261.5	2.5	9,630,884	69.3	22,380	36,791	5,607,881	64.2	13,304	21,446	.2843	.2777

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION 12/31/82 Total Pop. (Thous.)	12/31/87 Total Pop. (Thous.)	% Change 1982-1987	12/31/87 Total Households (Thous.)	% Change 1982-1987	EFFECTIVE BUYING INCOME 1987 Total EBI ($000)	% Change 1982-1987	Average Household EBI 1982	Average Household EBI 1987	RETAIL SALES 1987 Total Retail Sales ($000)	% Change 1982-1987	Retail Sales Per Household 1982	Retail Sales Per Household 1987	BUYING POWER INDEX 1982	BUYING POWER INDEX 1987
TENNESSEE															
CHATTANOOGA	437.4	459.9	5.1	166.6	5.0	5,983,876	68.5	22,377	35,918	2,992,912	60.9	11,719	17,965	.1702	.1686
Hamilton	293.8	307.6	4.7	114.0	5.2	4,454,422	72.1	23,877	39,074	2,316,798	60.7	13,299	20,323	.1242	.1219
Marion	25.3	26.1	3.2	9.6	6.7	329,919	79.5	20,417	34,367	119,204	62.0	8,174	12,417	.0084	.0084
Sequatchie	9.2	10.1	9.8	3.6	12.5	112,240	89.1	18,551	31,178	28,329	68.4	5,258	7,869	.0027	.0028
Catoosa, Ga.	*39.1*	*44.1*	*12.8*	*15.0*	*10.3*	*424,368*	*60.6*	*19,435*	*28,291*	*264,920*	*81.4*	*10,739*	*17,461*	*.0135*	*.0135*
Dade, Ga.	*12.8*	*13.5*	*5.5*	*4.2*	*.0*	*104,793*	*44.0*	*17,322*	*24,951*	*65,098*	*56.2*	*9,925*	*15,500*	*.0039*	*.0035*
Walker, Ga.	*57.2*	*58.5*	*2.3*	*20.2*	*–.5*	*558,134*	*45.8*	*18,862*	*27,630*	*198,565*	*41.8*	*6,898*	*9,830*	*.0175*	*.0154*
CLARKSVILLE - HOPKINSVILLE	158.5	173.5	9.5	54.6	7.5	1,986,409	77.9	21,985	36,381	1,031,353	63.6	12,413	18,899	.0564	.0573
Montgomery	88.9	100.3	12.8	33.5	11.7	1,222,087	82.7	22,298	36,480	613,287	67.2	12,224	18,307	.0330	.0344
Christian, Ky.	*69.6*	*73.2*	*5.2*	*21.1*	*1.4*	*764,322*	*70.6*	*21,534*	*36,224*	*418,066*	*58.4*	*12,685*	*19,814*	*.0234*	*.0229*
JOHNSON CITY - KINGSPORT - BRISTOL	445.6	470.8	5.7	173.2	6.4	6,134,130	76.4	21,355	35,416	3,349,589	72.0	11,964	19,239	.1716	.1743
Carter	51.7	53.6	3.7	19.5	2.6	617,259	73.0	18,782	31,654	183,831	53.8	6,292	9,427	.0158	.0156
Hawkins	46.2	50.2	8.7	17.8	7.9	599,633	82.3	19,936	33,687	147,067	76.7	5,046	8,262	.0139	.0145
Sullivan	146.8	154.6	5.3	59.4	8.2	2,329,127	82.3	23,278	39,211	1,443,066	76.6	14,887	24,294	.0644	.0669
Unicoi	16.5	16.9	2.4	6.1	.0	218,059	69.9	21,036	35,747	52,958	55.6	5,581	8,682	.0054	.0052
Washington	91.9	100.2	9.0	36.9	10.8	1,332,506	79.1	22,342	36,111	741,083	75.1	12,713	20,084	.0366	.0380
Bristol city, Va.	*18.8*	*18.4*	*–2.1*	*7.4*	*–2.6*	*248,748*	*62.0*	*20,198*	*33,615*	*408,870*	*62.9*	*33,026*	*55,253*	*.0119*	*.0115*
Scott, Va.	*25.0*	*25.2*	*.8*	*8.8*	*.0*	*294,840*	*71.7*	*19,510*	*33,505*	*121,670*	*70.0*	*8,134*	*13,826*	*.0081*	*.0078*
Washington, Va.	*48.7*	*51.7*	*6.2*	*17.3*	*4.2*	*493,958*	*56.6*	*19,002*	*28,552*	*251,044*	*70.0*	*8,895*	*14,511*	*.0155*	*.0148*
KNOXVILLE	587.2	632.9	7.8	225.6	7.4	8,841,611	77.2	22,735	37,528	4,809,199	74.6	12,586	20,413	.2404	.2473
Anderson	68.7	73.4	6.8	28.0	8.1	1,066,600	73.5	23,730	38,093	542,695	70.6	12,283	19,332	.0288	.0289
Blount	81.3	90.7	11.6	32.6	8.7	1,262,750	82.7	23,037	38,735	579,880	72.3	11,217	17,708	.0320	.0336
Grainger	17.3	17.6	1.7	6.3	3.3	159,779	60.8	16,294	25,362	38,717	55.0	4,094	6,146	.0045	.0043
Jefferson	32.9	35.2	7.0	12.6	9.6	480,058	86.5	22,379	38,100	152,274	78.4	7,420	12,085	.0112	.0118
Knox	329.3	350.7	6.5	132.4	5.9	5,168,443	76.5	23,428	39,037	3,084,875	74.5	14,139	23,300	.1439	.1474
Sevier	45.2	51.9	14.8	18.8	14.6	587,609	80.7	19,833	31,256	387,528	87.0	12,639	20,613	.0169	.0183
Union	12.5	13.4	7.2	4.9	8.9	116,372	61.8	15,980	23,749	23,230	52.9	3,376	4,741	.0031	.0030
MEMPHIS	931.8	986.5	5.9	347.9	5.9	14,148,646	77.3	24,294	40,669	6,878,693	68.1	12,461	19,772	.3753	.3805
Shelby	789.2	835.7	5.9	297.8	5.6	12,500,104	78.1	24,895	41,975	6,113,116	67.7	12,923	20,528	.3288	.3337
Tipton	34.3	35.1	2.3	11.6	1.8	390,171	67.8	20,392	33,635	115,883	50.8	6,742	9,990	.0104	.0100
Crittenden, Ark.	*49.0*	*50.4*	*2.9*	*17.3*	*6.1*	*477,440*	*65.1*	*17,743*	*27,598*	*445,590*	*80.5*	*15,145*	*25,757*	*.0176*	*.0177*
De Soto, Miss.	*59.3*	*65.3*	*10.1*	*21.2*	*13.4*	*780,931*	*79.1*	*23,318*	*34,836*	*204,104*	*64.3*	*6,644*	*9,628*	*.0185*	*.0191*
NASHVILLE	889.8	965.4	8.5	350.7	8.3	15,876,860	82.6	26,857	45,272	7,650,374	73.7	13,604	21,815	.3967	.4145
Cheatham	24.3	27.4	12.8	8.9	11.3	267,152	63.7	20,785	30,017	56,214	54.0	4,364	6,316	.0069	.0067
Davidson	482.4	504.5	4.6	194.2	4.7	8,926,365	77.0	27,183	45,965	5,221,127	71.3	16,428	26,885	.2407	.2446
Dickson	32.1	34.3	6.9	12.1	5.2	415,162	69.1	21,355	34,311	186,828	56.0	10,414	15,440	.0117	.0114
Robertson	39.3	43.4	10.4	14.2	6.0	528,886	77.7	22,211	37,245	188,599	58.4	8,867	13,282	.0134	.0137
Rutherford	91.0	105.3	15.7	37.3	19.6	1,728,015	103.1	27,272	46,327	776,316	99.2	12,489	20,813	.0381	.0442
Sumner	94.1	103.0	9.5	34.2	7.9	1,540,447	82.0	26,701	45,042	475,884	65.1	9,092	13,915	.0354	.0367
Williamson	65.0	77.4	19.1	25.7	20.7	1,422,390	103.2	32,861	55,346	477,252	93.8	11,562	18,570	.0284	.0331
Wilson	61.6	70.1	13.8	24.1	14.2	1,048,443	92.5	25,808	43,504	268,154	71.2	7,425	11,127	.0221	.0241
TOTAL METRO COUNTIES	3,070.8	3,290.7	7.1	1,196.1	7.1	48,823,998	79.8	24,417	40,819	24,334,195	70.7	12,764	20,345	1.2807	1.3132
TOTAL STATE	4,747.5	5,059.2	6.6	1,832.1	6.5	68,634,892	76.3	22,635	37,462	32,871,595	67.8	11,292	17,942	1.8381	1.8602
TEXAS															
ABILENE	115.9	128.0	10.4	47.2	13.7	1,932,785	83.1	25,432	40,949	1,369,392	87.1	17,634	29,013	.0542	.0584
Taylor	115.9	128.0	10.4	47.2	13.7	1,932,785	83.1	25,432	40,949	1,369,392	87.1	17,634	29,013	.0542	.0584
AMARILLO	184.5	207.1	12.2	78.8	11.8	3,178,995	71.8	26,242	40,343	2,490,953	78.1	19,838	31,611	.0965	.0994
Potter	102.0	110.0	7.8	42.9	7.3	1,289,401	50.6	21,401	30,056	1,527,903	69.4	22,351	35,615	.0531	.0507
Randall	82.5	97.1	17.7	35.9	17.7	1,889,594	90.1	32,590	52,635	963,080	94.0	14,280	26,826	.0434	.0487
AUSTIN	588.9	701.0	19.0	271.3	21.6	11,327,818	94.6	26,092	41,754	6,498,427	99.1	14,627	23,953	.2737	.3133
Hays	44.2	51.8	17.2	16.2	14.1	617,838	84.3	23,608	38,138	301,870	88.0	11,307	18,634	.0159	.0172
Travis	454.5	530.2	16.7	216.8	20.8	9,128,779	95.0	26,100	42,107	5,652,112	99.0	15,830	26,071	.2243	.2565
Williamson	90.2	119.0	31.9	38.3	29.8	1,581,201	96.7	27,244	41,285	544,445	107.2	8,908	14,215	.0335	.0396
BEAUMONT - PORT ARTHUR	388.4	417.6	7.5	147.7	5.8	6,679,550	71.1	27,965	45,224	4,020,520	72.5	16,698	27,221	.1868	.1881
Hardin	44.6	51.4	15.2	17.1	12.5	733,189	80.9	26,672	42,877	303,759	64.5	12,149	17,764	.0182	.0189
Jefferson	255.5	271.9	6.4	98.7	4.8	4,457,335	69.6	27,905	45,160	2,979,081	72.9	18,294	30,183	.1295	.1297
Orange	88.3	94.3	6.8	31.9	5.6	1,489,026	71.2	28,805	46,678	737,680	74.4	14,010	23,125	.0391	.0395
BRAZORIA	190.9	234.2	22.7	77.5	24.0	3,913,237	94.8	32,146	50,493	1,605,327	98.0	12,972	20,714	.0847	.0972
Brazoria	190.9	234.2	22.7	77.5	24.0	3,913,237	94.8	32,146	50,493	1,605,327	98.0	12,972	20,714	.0847	.0972
BROWNSVILLE - HARLINGEN	232.0	267.6	15.3	78.7	18.2	2,745,244	92.6	21,402	34,882	1,677,025	86.0	13,538	21,309	.0772	.0855
Cameron	232.0	267.6	15.3	78.7	18.2	2,745,244	92.6	21,402	34,882	1,677,025	86.0	13,538	21,309	.0772	.0855
BRYAN - COLLEGE STATION	104.8	126.8	21.0	46.7	22.3	1,956,487	103.7	25,148	41,895	1,008,110	104.6	12,897	21,587	.0445	.0528
Brazos	104.8	126.8	21.0	46.7	22.3	1,956,487	103.7	25,148	41,895	1,008,110	104.6	12,897	21,587	.0445	.0528
CORPUS CHRISTI	340.0	377.0	10.9	126.3	12.5	5,127,054	76.8	25,825	40,594	2,789,256	69.8	14,631	22,004	.1406	.1441
Nueces	278.2	304.5	9.5	103.3	11.1	4,394,919	79.0	26,406	42,545	2,297,499	65.8	14,898	22,241	.1183	.1205
San Patricio	61.8	72.5	17.3	23.0	19.2	732,135	64.7	23,028	31,832	491,757	91.0	13,343	21,381	.0223	.0236

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION 12/31/82 Total Pop. (Thous.)	POPULATION 12/31/87 Total Pop. (Thous.)	POPULATION % Change 1982-1987	POPULATION 12/31/87 Total House-holds (Thous.)	POPULATION % Change 1982-1987	EFFECTIVE BUYING INCOME 1987 Total EBI ($000)	EFFECTIVE BUYING INCOME % Change 1982-1987	EFFECTIVE BUYING INCOME Average Household EBI 1982	EFFECTIVE BUYING INCOME Average Household EBI 1987	RETAIL SALES 1987 Total Retail Sales ($000)	RETAIL SALES % Change 1982-1987	RETAIL SALES Retail Sales Per Household 1982	RETAIL SALES Retail Sales Per Household 1987	BUYING POWER INDEX 1982	BUYING POWER INDEX 1987
TX (cont.)															
DALLAS	**2,090.8**	**2,383.3**	**14.0**	**910.2**	**16.1**	**41,065,945**	**79.8**	**29,269**	**45,117**	**24,238,002**	**88.6**	**16,394**	**26,629**	**1.0582**	**1.1341**
Collin	171.9	224.9	30.8	72.2	30.1	3,782,875	104.6	33,308	52,394	1,160,907	111.5	9,888	16,079	.0723	.0877
Dallas	1,629.3	1,811.5	11.2	718.2	14.3	31,666,434	74.4	28,898	44,091	21,066,923	87.5	17,883	29,333	.8641	.9105
Denton	166.1	199.2	19.9	49.2	19.1	3,553,753	93.7	31,576	51,355	1,076,709	86.1	9,956	15,559	.0723	.0812
Ellis	64.4	75.1	16.6	25.0	15.2	993,123	81.1	25,267	39,725	446,147	87.3	10,978	17,846	.0247	.0266
Kaufman	41.9	49.2	17.4	17.2	20.3	624,158	79.9	24,261	36,288	357,930	90.7	13,126	20,810	.0167	.0181
Rockwall	17.2	23.4	36.0	8.4	40.0	445,602	113.1	34,846	53,048	129,386	107.1	10,412	15,403	.0081	.0100
DALLAS - FORT WORTH CONSOLIDATED AREA	***3,130.6***	***3,594.7***	***14.8***	***1,356.0***	***16.2***	***60,915,240***	***80.8***	***28,083***	***44,922***	***35,778,177***	***88.8***	***14,946***	***26,385***	***1.5616***	***1.6844***
EL PASO	**520.3**	**586.3**	**12.7**	**180.0**	**14.8**	**6,066,453**	**69.9**	**22,767**	**33,703**	**3,657,959**	**68.5**	**13,846**	**20,322**	**.1860**	**.1877**
El Paso	520.3	586.3	12.7	180.0	14.8	6,066,453	69.9	22,767	33,703	3,657,959	68.5	13,846	20,322	.1860	.1877
FORT WORTH - ARLINGTON	**1,039.8**	**1,211.4**	**16.5**	**445.8**	**16.4**	**19,849,295**	**84.5**	**28,091**	**44,525**	**11,540,175**	**89.1**	**15,941**	**25,886**	**.5034**	**.5503**
Johnson	75.8	89.7	18.3	31.7	20.1	1,317,317	88.7	26,436	41,556	519,583	84.0	10,695	16,391	.0303	.0334
Parker	48.9	60.4	23.5	21.7	24.0	839,585	88.3	25,476	38,691	386,726	91.1	11,561	17,821	.0200	.0224
Tarrant	915.1	1,061.3	16.0	392.4	15.8	17,692,393	84.1	28,355	45,088	10,633,866	89.2	16,575	27,100	.4531	.4945
GALVESTON - TEXAS CITY	**205.4**	**223.3**	**8.7**	**81.3**	**9.0**	**3,874,260**	**76.5**	**29,430**	**47,654**	**1,985,614**	**79.8**	**14,802**	**24,423**	**.0983**	**.1022**
Galveston	205.4	223.3	8.7	81.3	9.0	3,874,260	76.5	29,430	47,654	1,985,614	79.8	14,802	24,423	.0983	.1022
HOUSTON	**3,028.0**	**3,638.0**	**20.1**	**1,375.7**	**23.4**	**65,985,674**	**89.8**	**31,188**	**47,965**	**38,851,138**	**97.6**	**17,640**	**28,241**	**1.5966**	**1.8052**
Fort Bend	159.8	212.3	32.9	67.9	35.3	4,044,390	118.0	36,952	59,564	974,919	114.9	9,038	14,358	.0687	.0872
Harris	2,635.2	3,124.7	18.6	1,206.8	22.2	57,651,182	87.9	31,071	47,772	35,582,726	96.5	18,342	29,485	1.4265	1.5991
Liberty	52.5	62.2	18.5	22.1	19.5	985,486	96.5	27,108	44,592	490,614	93.8	13,686	22,200	.0229	.0262
Montgomery	158.8	212.7	33.9	71.1	35.9	2,944,606	89.9	29,644	41,415	1,435,471	116.1	12,703	20,189	.0675	.0798
Waller	21.7	26.1	20.3	7.8	21.9	360,010	97.8	28,434	46,155	367,408	101.4	28,511	47,104	.0110	.0129
HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA	***3,434.3***	***4,095.5***	***19.6***	***1,534.5***	***22.6***	***73,773,171***	***89.3***	***31,131***	***48,076***	***42,442,079***	***96.7***	***17,238***	***27,659***	***1.7796***	***2.0046***
KILLEEN - TEMPLE	**233.0**	**239.1**	**2.6**	**75.6**	**2.0**	**2,892,198**	**60.5**	**24,325**	**38,257**	**1,439,632**	**62.5**	**11,959**	**19,043**	**.0858**	**.0813**
Bell	169.9	170.9	.6	58.2	.3	2,025,750	53.6	22,739	34,807	1,261,658	60.9	13,515	21,678	.0663	.0613
Coryell	63.1	68.2	8.1	17.4	8.1	866,448	79.2	30,039	49,796	177,974	74.0	6,353	10,228	.0195	.0200
LAREDO	**109.0**	**127.9**	**17.3**	**34.9**	**19.9**	**1,054,485**	**84.2**	**19,672**	**30,214**	**1,153,492**	**89.9**	**20,871**	**33,051**	**.0391**	**.0430**
Webb	109.0	127.9	17.3	34.9	19.9	1,054,485	84.2	19,672	30,214	1,153,492	89.9	20,871	33,051	.0391	.0430
LONGVIEW - MARSHALL	**163.5**	**189.9**	**16.1**	**69.7**	**17.3**	**2,938,549**	**91.2**	**25,880**	**42,160**	**1,958,721**	**94.8**	**16,931**	**28,102**	**.0768**	**.0863**
Gregg	108.4	128.0	18.1	47.8	19.5	2,092,643	94.5	26,896	43,779	1,570,270	96.9	19,936	32,851	.0558	.0637
Harrison	55.1	61.9	12.3	21.9	12.9	845,906	83.3	23,786	38,626	388,451	86.5	10,734	17,737	.0210	.0226
LUBBOCK	**222.2**	**234.2**	**5.4**	**85.9**	**8.3**	**3,321,735**	**65.1**	**25,376**	**38,670**	**2,299,931**	**63.5**	**17,735**	**26,775**	**.1038**	**.1005**
Lubbock	222.2	234.2	5.4	85.9	8.3	3,321,735	65.1	25,376	38,670	2,299,931	63.5	17,735	26,775	.1038	.1005
McALLEN - EDINBURG - MISSION	**319.3**	**375.3**	**17.5**	**105.2**	**19.7**	**2,964,621**	**76.7**	**19,085**	**26,181**	**2,290,462**	**80.4**	**14,442**	**21,772**	**.1006**	**.1071**
Hidalgo	319.3	375.3	17.5	105.2	19.7	2,964,621	76.7	19,085	26,181	2,290,462	80.4	14,442	21,772	.1006	.1071
MIDLAND	**90.6**	**107.8**	**19.0**	**39.0**	**16.8**	**2,356,791**	**92.2**	**36,715**	**60,431**	**1,213,630**	**94.3**	**18,705**	**31,119**	**.0532**	**.0600**
Midland	90.6	107.8	19.0	39.0	16.8	2,356,791	92.2	36,715	60,431	1,213,630	94.3	18,705	31,119	.0532	.0600
ODESSA	**125.7**	**154.4**	**22.8**	**58.3**	**26.7**	**2,945,397**	**108.7**	**30,678**	**50,521**	**1,983,127**	**110.9**	**20,441**	**34,016**	**.0688**	**.0840**
Ector	125.7	154.4	22.8	58.3	26.7	2,945,397	108.7	30,678	50,521	1,983,127	110.9	20,441	34,016	.0688	.0840
SAN ANGELO	**90.4**	**102.4**	**13.3**	**37.4**	**12.7**	**1,564,873**	**83.7**	**25,654**	**41,842**	**1,081,466**	**86.6**	**17,461**	**28,916**	**.0432**	**.0466**
Tom Green	90.4	102.4	13.3	37.4	12.7	1,564,873	83.7	25,654	41,842	1,081,466	86.6	17,461	28,916	.0432	.0466
SAN ANTONIO	**1,130.1**	**1,229.6**	**8.8**	**424.6**	**11.5**	**17,176,739**	**80.3**	**25,031**	**40,454**	**10,046,463**	**83.1**	**14,410**	**23,661**	**.4659**	**.4919**
Bexar	1,038.5	1,124.3	8.3	386.5	11.0	15,588,426	79.3	24,975	40,332	9,354,922	82.9	14,690	24,204	.4288	.4509
Comal	40.6	48.2	18.7	17.6	18.9	777,696	94.0	27,091	44,187	366,914	92.5	12,878	20,847	.0178	.0202
Guadalupe	51.0	57.1	12.0	20.5	15.8	810,617	87.7	24,398	39,542	324,627	80.0	10,187	15,835	.0193	.0208
SHERMAN - DENISON	**92.5**	**103.2**	**11.6**	**39.4**	**10.1**	**1,492,187**	**74.3**	**23,916**	**37,873**	**675,128**	**59.7**	**11,810**	**17,135**	**.0392**	**.0393**
Grayson	92.5	103.2	11.6	39.4	10.1	1,492,187	74.3	23,916	37,873	675,128	59.7	11,810	17,135	.0392	.0393
TEXARKANA	**116.0**	**123.1**	**6.1**	**45.0**	**5.1**	**1,376,447**	**56.4**	**20,569**	**30,588**	**952,218**	**63.7**	**13,589**	**21,160**	**.0462**	**.0437**
Bowie	77.6	82.2	5.9	30.3	4.8	900,947	47.8	21,086	29,734	605,791	53.3	13,675	19,993	.0316	.0285
Miller, Ark.	*38.4*	*40.9*	*6.5*	*14.7*	*5.8*	*475,500*	*75.5*	*19,494*	*32,347*	*346,427*	*85.9*	*13,408*	*23,566*	*.0146*	*.0152*
TYLER	**139.3**	**159.5**	**14.5**	**57.9**	**13.3**	**2,535,085**	**84.7**	**26,866**	**43,784**	**1,538,854**	**84.7**	**16,303**	**26,578**	**.0663**	**.0717**
Smith	139.3	159.5	14.5	57.9	13.3	2,535,085	84.7	26,866	43,784	1,538,854	84.7	16,303	26,578	.0663	.0717
VICTORIA	**74.7**	**88.3**	**18.2**	**29.5**	**15.2**	**1,353,923**	**86.9**	**28,293**	**45,896**	**986,463**	**90.3**	**20,248**	**33,439**	**.0372**	**.0413**
Victoria	74.7	88.3	18.2	29.5	15.2	1,353,923	86.9	28,293	45,896	986,463	90.3	20,248	33,439	.0372	.0413
WACO	**178.9**	**190.5**	**6.5**	**70.9**	**7.3**	**2,589,863**	**72.1**	**22,761**	**36,528**	**1,749,364**	**76.2**	**15,022**	**24,674**	**.0771**	**.0783**
McLennan	178.9	190.5	6.5	70.9	7.3	2,589,863	72.1	22,761	36,528	1,749,364	76.2	15,022	24,674	.0771	.0783
WICHITA FALLS	**122.6**	**126.5**	**3.2**	**46.6**	**4.0**	**1,842,189**	**62.0**	**25,388**	**39,532**	**1,290,486**	**68.3**	**17,118**	**27,693**	**.0577**	**.0558**
Wichita	122.6	126.5	3.2	46.6	4.0	1,842,189	62.0	25,388	39,532	1,290,486	68.3	17,118	27,693	.0577	.0558
TOTAL METRO COUNTIES	**12,199.1**	**14,012.4**	**14.9**	**5,072.4**	**16.8**	**221,632,379**	**83.2**	**27,859**	**43,694**	**132,044,908**	**88.1**	**16,166**	**26,032**	**5.7473**	**6.2339**
TOTAL STATE	**15,297.2**	**17,455.2**	**14.1**	**6,293.4**	**15.5**	**263,320,053**	**81.3**	**26,453**	**41,841**	**153,829,333**	**85.9**	**15,186**	**24,443**	**6.9134**	**7.4226**
UTAH															
PROVO - OREM	**242.2**	**290.0**	**19.7**	**77.4**	**18.3**	**2,623,346**	**80.7**	**22,197**	**33,893**	**1,371,503**	**78.4**	**11,753**	**17,720**	**.0752**	**.0807**
Utah	242.2	290.0	19.7	77.4	18.3	2,623,346	80.7	22,197	33,893	1,371,503	78.4	11,753	17,720	.0752	.0807
SALT LAKE CITY - OGDEN	**974.4**	**1,124.3**	**15.4**	**360.1**	**14.8**	**14,512,796**	**84.5**	**24,905**	**40,302**	**7,841,571**	**83.7**	**13,519**	**21,776**	**.3811**	**.4121**
Davis	161.3	196.2	21.6	53.8	19.6	2,129,925	82.2	25,980	39,590	967,046	91.3	11,232	17,975	.0545	.0600
Salt Lake	663.9	767.3	15.6	251.9	14.3	10,343,449	87.4	25,040	41,062	5,697,365	85.3	13,950	22,618	.2679	.2927
Weber	149.2	160.8	7.8	54.4	7.9	2,039,422	73.2	23,359	37,489	1,177,160	70.8	13,676	21,639	.0587	.0594
TOTAL METRO COUNTIES	**1,216.6**	**1,414.3**	**16.3**	**437.5**	**14.8**	**17,136,142**	**83.9**	**24,441**	**39,168**	**9,213,074**	**82.9**	**13,216**	**21,058**	**.4563**	**.4928**
TOTAL STATE	**1,580.0**	**1,846.3**	**16.9**	**565.2**	**15.8**	**21,756,358**	**84.8**	**23,965**	**38,493**	**11,673,530**	**84.2**	**12,980**	**20,654**	**.5795**	**.6295**

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE **S&MM METRO AREA** County	12/31/82 Total Pop. (Thous.)	12/31/87 Total Pop. (Thous.)	% Change 1982–1987	12/31/87 Total House-holds (Thous.)	% Change 1982–1987	1987 Total EBI ($000)	% Change 1982–1987	Average Household EBI 1982	Average Household EBI 1987	1987 Total Retail Sales ($000)	% Change 1982–1987	Retail Sales Per Household 1982	Retail Sales Per Household 1987	1982	1987
VERMONT															
BURLINGTON	**122.9**	**133.7**	**8.8**	**47.3**	**11.8**	**2,116,635**	**87.2**	**26,543**	**44,749**	**1,312,481**	**96.8**	**15,654**	**27,748**	**.0548**	**.0604**
Chittenden	118.0	127.8	8.3	45.4	11.0	2,062,192	87.7	26,856	45,423	1,287,875	97.0	15,983	28,367	.0532	.0588
Grand Isle	4.9	5.9	20.4	1.9	11.8	54,443	68.5	19,006	28,654	24,606	87.2	7,734	12,951	.0016	.0016
TOTAL METRO COUNTIES	**122.9**	**133.7**	**8.8**	**47.3**	**11.8**	**2,116,635**	**87.2**	**26,543**	**44,749**	**1,312,481**	**96.8**	**15,654**	**27,748**	**.0548**	**.0604**
TOTAL STATE	**528.1**	**555.1**	**6.1**	**202.3**	**7.2**	**7,273,647**	**72.6**	**22,331**	**35,955**	**4,629,382**	**83.4**	**13,376**	**22,884**	**.2107**	**.2171**
VIRGINIA															
CHARLOTTESVILLE	**119.6**	**126.7**	**5.9**	**45.7**	**6.3**	**1,809,245**	**73.6**	**24,240**	**39,590**	**929,835**	**69.4**	**12,764**	**20,346**	**.0492**	**.0494**
Albemarle	59.4	64.0	7.7	25.1	11.6	1,090,706	80.7	26,823	43,454	132,891	86.6	3,166	5,294	.0209	.0219
Charlottesville city	40.7	41.1	1.0	13.1	–4.4	461,051	55.4	21,650	35,195	741,224	66.3	32,532	56,582	.0226	.0213
Fluvanna	11.0	11.8	7.3	4.3	10.3	138,439	76.3	20,137	32,195	25,429	72.8	3,773	5,914	.0032	.0033
Greene	8.5	9.8	15.3	3.2	10.3	119,049	86.9	21,959	37,203	30,291	76.0	5,935	9,466	.0025	.0029
DANVILLE	**112.8**	**113.5**	**.6**	**41.9**	**1.5**	**1,285,051**	**56.5**	**19,885**	**30,669**	**719,816**	**59.6**	**10,921**	**17,179**	**.0409**	**.0380**
Danville city	45.0	43.7	–2.9	17.1	–3.9	548,891	52.0	20,292	32,099	561,116	57.8	19,975	32,814	.0219	.0199
Pittsylvania	67.8	69.8	2.9	24.8	5.5	736,160	60.0	19,577	29,684	158,700	66.2	4,062	6,399	.0190	.0181
LYNCHBURG	**145.2**	**148.1**	**2.0**	**51.6**	**2.0**	**1,907,631**	**64.6**	**22,904**	**36,970**	**1,147,219**	**64.9**	**13,752**	**22,233**	**.0581**	**.0560**
Amherst	30.1	31.9	6.0	10.7	10.3	350,212	66.4	21,695	32,730	146,072	60.7	9,368	13,652	.0100	.0096
Campbell	48.0	50.0	4.2	15.2	–1.9	582,506	62.1	23,179	38,323	217,975	63.5	8,600	14,340	.0160	.0153
Lynchburg city	67.1	66.2	–1.3	25.7	1.2	974,913	65.5	23,198	37,934	783,172	66.0	18,570	30,474	.0321	.0311
NORFOLK - VIRGINIA BEACH - NEWPORT NEWS	**1,195.9**	**1,242.4**	**3.9**	**436.3**	**6.1**	**18,548,357**	**78.7**	**25,239**	**42,513**	**10,137,172**	**77.2**	**13,912**	**23,234**	**.4974**	**.5123**
Chesapeake city	121.8	128.3	5.3	43.5	8.5	1,694,973	70.9	24,737	38,965	924,328	80.8	12,748	21,249	.0471	.0481
Gloucester	22.2	25.4	14.4	9.4	16.0	325,797	82.1	22,090	34,659	191,996	98.1	11,966	20,425	.0086	.0094
Hampton city	124.6	120.7	–3.1	43.7	–.5	1,838,500	68.3	24,888	42,071	1,320,424	70.9	17,597	30,216	.0568	.0556
James City	24.0	27.7	15.4	10.2	20.0	482,841	103.3	27,944	47,337	150,022	102.6	8,713	14,708	.0096	.0111
Newport News city	148.4	147.7	–.5	55.9	2.4	2,185,128	69.7	23,585	39,090	1,085,335	66.9	11,910	19,416	.0601	.0587
Norfolk city	256.5	235.8	–8.1	80.8	–6.7	3,267,813	58.3	23,832	40,443	2,101,574	58.1	15,347	26,010	.1058	.0967
Poquoson city	9.9	11.7	18.2	3.6	12.5	140,209	66.9	26,259	38,947	15,582	86.8	2,607	4,328	.0030	.0030
Portsmouth city	102.6	101.2	–1.4	36.9	–.3	1,347,931	68.2	21,657	36,529	776,918	68.0	12,500	21,055	.0399	.0387
Suffolk city	48.0	49.5	3.1	16.7	3.1	607,363	69.8	22,074	36,369	284,426	71.6	10,232	17,031	.0169	.0168
Virginia Beach city	290.2	342.3	18.0	120.1	21.9	5,916.462	106.6	29,079	49,263	2,841,370	105.8	14,015	23,658	.1285	.1529
Williamsburg city	10.0	9.4	–6.0	2.5	–16.7	128,050	43.1	29,834	51,220	204,149	38.5	49,117	81,660	.0069	.0058
York	37.7	42.7	13.3	13.0	12.1	613,290	85.0	28,573	47,176	241,048	94.9	10,663	18,542	.0142	.0155
RICHMOND - PETERSBURG	**784.3**	**830.8**	**5.9**	**304.0**	**6.6**	**13,063,338**	**77.4**	**25,824**	**42,972**	**7,407,807**	**77.0**	**14,683**	**24,368**	**.3510**	**.3620**
Charles City	6.9	7.0	1.4	2.0	–4.8	65,814	45.3	21,573	32,907	4,228	35.6	1,485	2,114	.0018	.0015
Chesterfield	158.8	195.9	23.4	65.2	23.5	3,520,507	109.5	31,825	53,996	1,611,464	108.6	14,630	24,716	.0733	.0891
Colonial Heights city	16.8	16.1	–4.2	5.9	–1.7	247,599	55.4	26,555	41,966	127,564	67.0	12,735	21,621	.0073	.0066
Dinwiddie	22.9	23.9	4.4	6.2	–1.6	250,347	66.0	23,937	40,379	21,336	52.4	2,223	3,441	.0058	.0057
Goochland	12.2	13.0	6.6	4.4	10.0	198,649	83.4	27,076	45,148	35,355	70.5	5,186	8,035	.0041	.0044
Hanover	53.9	55.6	3.2	18.6	3.9	752,702	57.6	26,690	40,468	429,277	68.5	14,237	23,079	.0226	.0214
Henrico	186.6	194.1	4.0	77.0	6.8	3,377,651	72.4	27,180	43,866	2,299,582	83.1	17,418	29,865	.0954	.0981
Hopewell city	23.3	22.6	–3.0	8.8	.0	344,502	70.1	23,012	39,148	235,672	69.2	15,831	26,781	.0104	.0102

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION 12/31/82 Total Pop. (Thous.)	12/31/87 Total Pop. (Thous.)	% Change 1982-1987	12/31/87 Total Households (Thous.)	% Change 1982-1987	EFFECTIVE BUYING INCOME 1987 Total EBI ($000)	% Change 1982-1987	Average Household EBI 1982	Average Household EBI 1987	RETAIL SALES 1987 Total Retail Sales ($000)	% Change 1982-1987	Retail Sales Per Household 1982	Retail Sales Per Household 1987	BUYING POWER INDEX 1982	BUYING POWER INDEX 1987
VA (cont.)															
New Kent	9.7	11.2	15.5	4.2	20.0	147,728	80.2	23,417	35,173	56,152	79.1	8,960	13,370	.0037	.0038
Petersburg city	40.1	37.2	-7.2	14.4	-5.9	454,506	46.5	20,281	31,563	482,058	50.1	20,984	33,476	.0193	.0169
Powhatan	14.5	15.8	9.0	4.7	14.6	197,973	37.5	25,758	42,122	36,918	77.8	5,064	7,855	.0042	.0045
Prince George	27.7	29.7	7.2	7.2	7.5	302,709	66.3	27,171	42,043	22,189	82.3	1,817	3,082	.0068	.0069
Richmond city	210.9	208.7	-1.0	85.4	-.1	3,202,651	68.7	22,204	37,502	2,046,012	61.9	14,785	23,958	.0963	.0929
ROANOKE	**223.9**	**225.1**	**.5**	**84.2**	**-1.2**	**3,241,671**	**62.4**	**23,425**	**38,500**	**2,057,528**	**57.7**	**15,311**	**24,436**	**.1006**	**.0949**
Botetourt	24.6	26.2	6.5	9.3	6.9	298,020	59.5	21,479	32,045	93,688	55.1	6,944	10,074	.0081	.0076
Roanoke	76.7	82.7	7.8	27.0	3.8	1,210,216	68.9	27,564	44,823	548,144	80.6	11,670	20,302	.0313	.0319
Roanoke city	98.3	92.6	-5.8	39.6	-4.8	1,375,723	58.9	20,817	34,740	1,061,666	52.3	16,758	26,810	.0473	.0430
Salem city	24.3	23.6	-2.9	8.3	-6.7	357,712	58.0	25,430	43,098	354,030	45.4	27,357	42,654	.0139	.0124
TOTAL METRO COUNTIES	**3,885.0**	**4,121.3**	**6.1**	**1,505.5**	**7.0**	**69,266,886**	**77.0**	**27,829**	**46,009**	**36,901,654**	**78.5**	**14,702**	**24,511**	**1.7981**	**1.8568**
TOTAL STATE	**5,541.7**	**5,825.1**	**5.1**	**2,090.5**	**5.4**	**87,710,176**	**72.9**	**25,590**	**41,957**	**47,040,983**	**74.3**	**13,612**	**22,505**	**2.3800**	**2.4060**
WASHINGTON															
BELLINGHAM	**112.4**	**125.2**	**11.4**	**45.8**	**7.5**	**1,539,817**	**56.7**	**23,074**	**33,620**	**1,004,164**	**70.0**	**13,864**	**21,925**	**.0484**	**.0469**
Whatcom	112.4	125.2	11.4	45.8	7.5	1,539,817	56.7	23,074	33,620	1,004,164	70.0	13,864	21,925	.0484	.0469
BREMERTON	**159.6**	**192.7**	**20.7**	**70.7**	**20.9**	**3,186,181**	**97.3**	**27,611**	**45,066**	**1,267,156**	**100.2**	**10,819**	**17,923**	**.0682**	**.0789**
Kitsap	159.6	192.7	20.7	70.7	20.9	3,186,181	97.3	27,611	45,066	1,267,156	100.2	10,819	17,923	.0682	.0789
OLYMPIA	**137.3**	**166.6**	**21.3**	**62.8**	**19.4**	**2,572,593**	**90.3**	**25,707**	**40,965**	**1,052,600**	**85.5**	**10,787**	**16,761**	**.0583**	**.0651**
Thurston	137.3	166.6	21.3	62.8	19.4	2,572,593	90.3	25,707	40,965	1,052,600	85.5	10,787	16,761	.0583	.0651
RICHLAND - KENNEWICK - PASCO	**159.4**	**194.6**	**22.1**	**71.5**	**23.3**	**3,701,069**	**104.3**	**31,233**	**51,763**	**1,958,907**	**103.6**	**16,592**	**27,397**	**.0816**	**.0969**
Benton	121.4	150.5	24.0	56.2	25.7	3,098,251	109.9	33,024	55,129	1,630,509	110.7	17,315	29,013	.0655	.0800
Franklin	38.0	44.1	16.1	15.3	15.0	602,818	79.8	25,210	39,400	328,398	74.3	14,163	21,464	.0161	.0169
SEATTLE	**1,656.1**	**1,862.3**	**12.5**	**731.6**	**12.1**	**36,169,466**	**82.7**	**30,338**	**49,439**	**18,627,965**	**86.5**	**15,310**	**25,462**	**.8705**	**.9359**
King	1,300.2	1,445.1	11.1	572.2	10.0	29,014,272	80.6	30,876	50,707	14,815,159	82.7	15,581	25,892	.7028	.7447
Snohomish	355.9	417.2	17.2	159.4	20.7	7,155,194	91.9	28,219	44,888	3,812,806	102.6	14,243	23,920	.1677	.1912
SEATTLE - TACOMA CONSOLIDATED AREA	*2,163.9*	*2,433.2*	*12.4*	*946.3*	*12.6*	*43,180,493*	*78.7*	*28,754*	*45,631*	*22,775,071*	*86.2*	*14,561*	*24,067*	*1.0758*	*1.1430*
SPOKANE	**353.9**	**384.3**	**8.6**	**145.7**	**7.0**	**4,421,511**	**50.2**	**21,607**	**30,347**	**2,983,922**	**71.2**	**12,794**	**20,480**	**.1457**	**.1385**
Spokane	353.9	384.3	8.6	145.7	7.0	4,421,511	50.2	21,607	30,347	2,983,922	71.2	12,794	20,480	.1457	.1385

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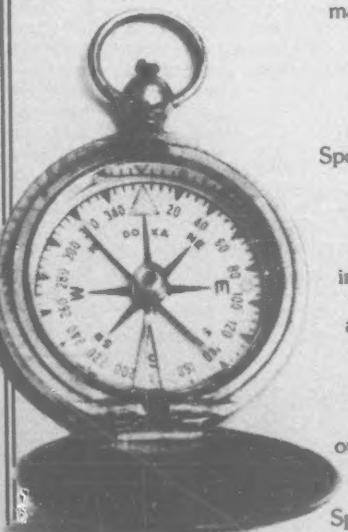

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/82 Total Pop. (Thous.)	12/31/87 Total Pop. (Thous.)	% Change 1982–1987	12/31/87 Total Households (Thous.)	% Change 1982–1987	1987 Total EBI ($000)	% Change 1982–1987	Average Household EBI 1982	Average Household EBI 1987	1987 Total Retail Sales ($000)	% Change 1982–1987	Retail Sales Per Household 1982	Retail Sales Per Household 1987	1982	1987
WA (cont.)															
TACOMA	507.8	570.9	12.4	214.7	14.4	7,011,029	60.7	23,249	32,655	4,147,106	84.8	11,958	19,316	.2053	.2071
Pierce	507.8	570.9	12.4	214.7	14.4	7,011,029	60.7	23,249	32,655	4,147,106	84.8	11,958	19,316	.2053	.2071
VANCOUVER	205.6	239.9	16.7	87.6	16.2	3,540,287	82.2	25,764	40,414	1,372,233	88.6	9,647	15,665	.0822	.0891
Clark	205.6	239.9	16.7	87.6	16.2	3,540,287	82.2	25,764	40,414	1,372,233	88.6	9,647	15,665	.0822	.0891
YAKIMA	179.3	193.5	7.9	70.2	7.7	2,168,022	54.4	21,530	30,884	1,403,018	68.0	12,808	19,986	.0703	.0673
Yakima	179.3	193.5	7.9	70.2	7.7	2,168,022	54.4	21,530	30,884	1,403,018	68.0	12,808	19,986	.0703	.0673
TOTAL METRO COUNTIES	3,471.4	3,930.0	13.2	1,500.6	12.9	64,309,975	77.6	27,252	42,856	33,817,071	84.9	13,767	22,536	1.6305	1.7257
TOTAL STATE	4,311.9	4,867.6	12.9	1,852.8	12.5	76,927,997	76.4	26,475	41,520	39,687,979	82.7	13,185	21,421	1.9666	2.0653
WEST VIRGINIA															
CHARLESTON	270.3	277.9	2.8	104.4	2.1	4,456,835	73.8	25,043	42,690	2,950,402	79.1	16,106	28,261	.1273	.1298
Kanawha	229.1	230.1	.4	88.3	.2	3,826,705	71.5	25,329	43,338	2,665,240	77.1	17,083	30,184	.1122	.1128
Putnam	41.2	47.8	16.0	16.1	13.4	630,130	89.5	23,415	39,139	285,162	100.0	10,040	17,712	.0151	.0170
HUNTINGTON - ASHLAND	341.7	353.7	3.5	125.0	1.4	4,295,805	68.6	20,668	34,366	2,625,564	71.5	12,415	21,005	.1300	.1285
Cabell	105.5	106.0	.5	39.7	−2.0	1,353,888	62.0	20,633	34,103	1,165,348	71.9	16,734	29,354	.0467	.0455
Wayne	48.1	51.7	7.5	17.1	3.0	571,704	71.9	20,038	33,433	263,439	81.6	8,740	15,406	.0158	.0162
Boyd, Ky.	*55.7*	*56.3*	*1.1*	*21.0*	*1.4*	*743,915*	*68.5*	*21,326*	*35,425*	*558,813*	*73.6*	*15,553*	*26,610*	*.0238*	*.0235*
Carter, Ky.	*26.2*	*27.9*	*6.5*	*9.0*	*3.4*	*257,814*	*74.5*	*16,979*	*28,646*	*176,118*	*80.5*	*11,214*	*19,569*	*.0084*	*.0084*
Greenup, Ky.	*40.4*	*43.0*	*6.4*	*13.8*	*2.2*	*481,420*	*68.3*	*21,185*	*34,886*	*145,069*	*68.5*	*6,[illegible]77*	*10,512*	*.0125*	*.0123*
Lawrence, Ohio	*65.8*	*68.8*	*4.6*	*24.4*	*4.7*	*887,064*	*73.7*	*21,673*	*36,355*	*316,781*	*56.5*	*6,685*	*12,983*	*.0228*	*.0226*
PARKERSBURG - MARIETTA	160.8	168.0	4.5	60.1	2.7	2,280,016	70.7	22,826	37,937	1,572,812	72.3	15,604	26,170	.0695	.0696
Wood	94.4	98.2	4.0	35.2	1.1	1,360,583	69.9	23,012	38,653	1,140,811	78.9	18,325	32,409	.0440	.0446
Washington, Ohio	*66.4*	*69.8*	*5.1*	*24.9*	*5.1*	*919,433*	*72.0*	*22,554*	*36,925*	*432,001*	*57.0*	*11,610*	*17,349*	*.0255*	*.0250*
STEUBENVILLE - WEIRTON	161.2	161.4	.1	58.3	−.2	2,301,605	63.4	24,116	39,479	984,802	58.9	10,609	16,892	.0632	.0599
Brooke	30.7	31.7	3.3	11.0	2.8	431,393	70.4	23,657	39,218	167,682	80.6	8,677	15,244	.0110	.0111
Hancock	40.4	42.1	4.2	15.2	3.4	616,347	69.8	24,690	40,549	303,572	80.8	11,423	19,972	.0164	.0166
Jefferson, Ohio	*90.1*	*87.6*	*−2.8*	*32.1*	*−2.7*	*1,253,865*	*58.3*	*24,009*	*39,061*	*513,548*	*43.1*	*10,874*	*15,998*	*.0358*	*.0322*
WHEELING	185.1	186.4	.7	69.8	1.0	2,716,935	69.9	23,143	38,924	1,515,073	71.6	12,775	21,706	.0768	.0758
Marshall	42.2	44.0	4.3	15.2	2.0	578,870	70.7	22,762	38,084	323,823	80.1	12,070	21,304	.0164	.0165
Ohio	59.9	59.0	−1.5	22.9	.0	867,703	67.3	22,646	37,891	687,095	76.5	16,998	30,004	.0277	.0274
Belmont, Ohio	*83.0*	*83.4*	*.5*	*31.7*	*1.3*	*1,270,352*	*71.3*	*23,689*	*40,074*	*504,155*	*60.7*	*10,021*	*15,904*	*.0327*	*.0319*
TOTAL METRO COUNTIES	719.6	740.6	2.9	271.3	1.5	10,586,151	70.7	23,207	39,020	7,121,242	78.0	14,969	26,249	.3139	.3167
TOTAL STATE	1,987.5	2,071.0	4.2	733.0	2.7	25,714,546	72.1	20,942	35,081	16,848,068	80.2	13,098	22,985	.7695	.7839
WISCONSIN															
APPLETON - OSHKOSH - NEENAH	295.8	308.5	4.3	112.5	7.0	4,672,572	75.5	25,339	41,534	1,926,563	58.5	11,566	17,125	.1199	.1187
Calumet	31.8	33.9	6.6	11.2	8.7	461,349	76.3	25,407	41,192	130,587	59.7	7,939	11,660	.0111	.0110
Outagamie	131.6	138.7	5.4	49.6	8.5	2,108,440	78.0	25,919	42,509	1,070,346	60.3	14,607	21,580	.0568	.0568
Winnebago	132.4	135.9	2.6	51.7	5.3	2,102,783	72.8	24,785	40,673	725,630	55.6	9,497	14,035	.0520	.0509
EAU CLAIRE	135.4	141.5	4.5	49.0	3.4	1,782,947	69.6	22,178	36,387	938,527	52.7	12,963	19,154	.0525	.0506
Chippewa	53.6	56.1	4.7	18.7	3.3	673,690	69.9	21,909	36,026	286,592	52.8	10,359	15,326	.0188	.0183
Eau Claire	81.8	85.4	4.4	30.3	3.4	1,109,257	69.4	22,345	36,609	651,935	52.7	14,571	21,516	.0337	.0323
GREEN BAY	179.8	186.9	3.9	68.9	7.2	2,770,528	75.0	24,627	40,211	1,315,940	57.9	12,958	19,099	.0747	.0736
Brown	179.8	186.9	3.9	68.9	7.2	2,770,528	75.0	24,627	40,211	1,315,940	57.9	12,958	19,099	.0747	.0736
JANESVILLE - BELOIT	141.3	143.9	1.8	52.2	1.6	2,003,452	64.3	23,724	38,380	978,140	49.0	12,774	18,738	.0581	.0543
Rock	141.3	143.9	1.8	52.2	1.6	2,003,452	64.3	23,724	38,380	978,140	49.0	12,774	18,738	.0581	.0543
KENOSHA	124.1	124.5	.3	45.7	1.8	2,040,692	68.3	27,010	44,654	639,917	51.2	9,428	14,003	.0500	.0479
Kenosha	124.1	124.5	.3	45.7	1.8	2,040,692	68.3	27,010	44,654	639,917	51.2	9,428	14,003	.0500	.0479
LA CROSSE	93.9	96.9	3.2	35.4	3.8	1,380,037	71.2	23,644	38,984	724,097	53.8	13,807	20,455	.0394	.03[illegible]
La Crosse	93.9	96.9	3.2	35.4	3.8	1,380,037	71.2	23,644	38,984	724,097	53.8	13,807	20,455	.0394	.038[illegible]
MADISON	332.4	352.5	6.0	137.4	6.7	5,847,144	75.3	25,893	42,556	2,665,814	57.8	13,118	19,402	.1514	.1499
Dane	332.4	352.5	6.0	137.4	6.7	5,847,144	75.3	25,893	42,556	2,665,814	57.8	13,118	19,402	.1514	.1499
MILWAUKEE	1,401.7	1,421.5	1.4	531.7	2.6	22,379,692	68.5	26,770	43,972	10,311,044	52.6	13,081	19,393	.6241	.5948
Milwaukee	946.4	923.7	−2.4	367.3	−.5	14,826,976	62.6	24,713	40,367	7,132,373	48.6	13,010	19,418	.4221	.3886
Ozaukee	70.5	73.5	4.3	25.0	5.5	1,382,328	73.3	33,656	55,293	381,490	56.0	10,320	15,260	.0311	.0306
Washington	90.7	100.6	10.9	32.2	9.5	1,410,974	76.9	27,122	43,819	488,558	60.6	10,350	15,173	.0345	.0349
Waukesha	294.1	323.7	10.1	107.2	11.3	5,759,414	82.1	32,851	53,726	2,308,623	64.2	14,598	21,536	.1364	.1407
MILWAUKEE - RACINE CONSOLIDATED AREA	*1,575.8*	*1,598.1*	*1.4*	*594.9*	*2.5*	*26,091,925*	*68.2*	*26,732*	*43,859*	*11,332,510*	*52.4*	*12,814*	*19,049*	*.6951*	*.6619*
RACINE	174.1	176.6	1.4	63.2	2.3	2,712,233	66.1	26,414	42,915	1,021,466	50.4	10,993	16,162	.0710	.0671
Racine	174.1	176.6	1.4	63.2	2.3	2,712,233	66.1	26,414	42,915	1,021,466	50.4	10,993	16,162	.0710	.0671
SHEBOYGAN	102.4	104.6	2.1	36.2	−1.4	1,493,404	62.1	25,096	41,254	602,633	47.4	11,138	16,647	.0413	.0382
Sheboygan	102.4	104.6	2.1	36.2	−1.4	1,493,404	62.1	25,096	41,254	602,633	47.4	11,138	16,647	.0413	.0382
WAUSAU	115.4	121.9	5.6	43.9	8.1	1,663,564	76.4	23,231	37,894	674,745	59.3	10,433	15,370	.0432	.0430
Marathon	115.4	121.9	5.6	43.9	8.1	1,663,564	76.4	23,231	37,894	674,745	59.3	10,433	15,370	.0432	.0430
TOTAL METRO COUNTIES	3,187.0	3,275.5	2.8	1,208.7	3.7	51,081,984	70.1	25,760	42,262	22,272,540	53.8	12,434	18,427	1.3599	1.3095
TOTAL STATE	4,796.8	4,977.4	3.8	1,821.3	4.7	71,557,462	70.8	24,081	39,289	31,246,125	54.7	11,609	17,156	1.9272	1.8668
WYOMING															
CASPER	78.8	95.6	21.3	36.0	23.7	1,706,806	88.3	31,153	47,411	1,349,333	104.0	22,725	37,481	.0457	.0524
Natrona	78.8	95.6	21.3	36.0	23.7	1,706,806	88.3	31,153	47,411	1,349,333	104.0	22,725	37,481	.0457	.0524
TOTAL METRO COUNTIES	78.8	95.6	21.3	36.0	23.7	1,706,806	88.3	31,153	47,411	1,349,333	104.0	22,725	37,481	.0457	.0524
TOTAL STATE	514.0	611.4	18.9	220.4	19.0	9,545,544	86.9	27,729	43,310	4,211,128	97.7	16,962	28,181	.2480	.2775

Section D

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

S&MM's
21st Annual Survey of Newspaper Markets

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1982 POPULATION 12/31/82 Total Pop. (Thous.)	Total House-holds (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	% Hslds. Cov. Total Area
ALABAMA										
ANNISTON (Calhoun) . . . **Over 50%:** Calhoun; **20 - 49%:** Clay, Cleburne, Randolph.	169.7	59.0	1,188,119	604,582	163,243	84,290	21,451	92,012	23,548	50.9
BIRMINGHAM (Jefferson) . . . **Over 50%:** Jefferson; **20 - 49%:** Bibb, St. Clair, Shelby, Walker.	880.3	323.9	7,270,823	4,153,060	964,451	596,708	189,985	690,931	156,464	56.8
FLORENCE (Lauderdale) . . . **Over 50%:** Lauderdale; **20 - 49%:** Colbert.	139.9	50.3	1,063,879	614,901	162,447	110,790	24,714	91,632	16,180	51.3
GADSDEN (Etowah) . . . **Over 50%:** Etowah; **20 - 49%:** Cherokee.	124.2	44.9	861,850	500,484	117,479	87,357	21,233	67,658	16,932	54.3
HUNTSVILLE (Madison) . . . **Over 50%:** Madison.	198.5	70.7	1,818,417	937,448	184,596	167,536	40,711	134,590	26,141	79.9
MOBILE (Mobile) . . . **Over 50%:** Mobile; **20 - 49%:** Baldwin, Clarke.	486.9	170.1	3,813,782	2,115,886	451,579	386,458	96,204	295,296	83,894	54.6
MONTGOMERY (Montgomery) . . . **Over 50%:** Montgomery; **20 - 49%:** Autauga, Bullock, Butler, Crenshaw, Elmore.	331.2	115.9	2,486,950	1,394,991	300,289	249,179	48,078	195,662	39,207	44.4
TUSCALOOSA (Tuscaloosa) . . . **20 - 49%:** Greene, Hale, Pickens, Tuscaloosa.	190.4	65.8	1,257,476	[illegible]	170,293	120,945	28,012	94,628	22,278	41.3

HOUSEHOLDS

Market	(Thous.)	Rank
New York, N.Y.	5,296.4	1
Los Angeles - Long Beach, Cal.	3,793.6	2
Chicago, Ill.	2,720.9	3
Philadelphia, Penn.	1,733.4	4
Detroit, Mich.	1,718.9	5
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	1,482.4	6
Houston, Tex.	1,364.8	7
Washington, D.C.	1,281.5	8
San Francisco, Cal.	1,081.5	9
Minneapolis - St. Paul, Minn.	938.9	10
Newark, N.J.	931.5	11
St. Louis, Mo.	884.6	12
Denver, Colo.	875.7	13
Pittsburgh, Penn.	870.7	14
Nassau - Suffolk, N.Y.	846.1	15
Baltimore, Md.	816.5	16
Dallas, Tex.	783.8	17
Tampa - St. Petersburg - Clearwater, Fla.	782.5	18
Anaheim - Santa Ana, Cal.	770.1	19
Atlanta, Ga.	751.2	20
San Diego, Cal.	739.3	21
Phoenix, Ariz.	711.1	22
Oakland, Cal.	709.2	23
Seattle, Wash.	703.0	24
Miami - Hialeah, Fla.	677.6	25
Kansas City, Mo.	664.0	26
Cleveland, Ohio	658.1	27
Riverside - San Bernardino, Cal.	616.9	28
Cincinnati, Ohio	609.0	29
Portland, Ore.	532.6	30
Milwaukee, Wisc.	524.4	31
San Jose, Cal.	503.2	32
Sacramento, Cal.	491.4	33
New Orleans, La.	481.1	34
Columbus, Ohio	475.0	35
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	470.5	36
Buffalo, N.Y.	464.2	37
Bergen - Passaic, N.J.	460.1	38
Norfolk - Virginia Beach - Newport News, Va.	454.7	39
Indianapolis, Ind.	451.0	40
Des Moines, Iowa	449.9	41
San Antonio, Tex.	440.3	42
Oklahoma City, Okla.	438.8	43
Louisville, Ky.	428.7	44
Fort Worth - Arlington, Tex.	410.7	45
Dayton - Springfield, Ohio	394.6	46
Greensboro - Winston-Salem - High Point, N.C.	393.7	47
Omaha, Neb.	392.8	48
Hartford - New Britain - Middletown - Bristol, Conn.	387.2	49
Salt Lake City - Ogden, Utah	372.5	50
Memphis, Tenn.	365.7	51
Nashville, Tenn.	360.3	52
Richmond - Petersburg, Va.	354.8	53
Providence - Pawtucket - Woonsocket, R.I.	352.4	54
Rochester, N.Y.	345.0	55
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	343.2	56
New Haven - Waterbury - Meriden, Conn.	342.3	57
Orlando, Fla.	334.1	58
Monmouth - Ocean, N.J.	327.2	59
Little Rock - North Little Rock, Ark.	325.6	60
Birmingham, Ala.	323.9	61
Albany - Schenectady - Troy, N.Y.	310.6	62
Tulsa, Okla.	306.1	63
Jacksonville, Fla.	304.5	64
Bridgeport - Stamford - Norwalk - Danbury, Conn.	291.7	65
Knoxville, Tenn.	286.9	66
Honolulu, Haw.	285.5	67
Raleigh - Durham, N.C.	285.0	68
Akron, Ohio	278.7	69
Middlesex - Somerset - Hunterdon, N.J.	274.8	70
Greenville - Spartanburg, S.C.	272.2	71
West Palm Beach - Boca Raton - Delray Beach, Fla.	271.6	72
Syracuse, N.Y.	260.9	73
Tucson, Ariz.	259.2	74
Austin, Tex.	258.2	75
Toledo, Ohio	251.8	76
Fresno, Cal.	244.3	77
Allentown - Bethlehem, Penn.	241.1	78
Scranton - Wilkes-Barre, Penn.	235.1	79
Worcester - Fitchburg - Leominster, Mass.	234.6	80
Gary - Hammond, Ind.	228.5	81
Spokane, Wash.	220.8	82
Madison, Wisc.	218.8	83
Grand Rapids, Mich.	217.4	84
Harrisburg - Lebanon - Carlisle, Penn.	211.6	85
Springfield, Mass.	208.9	86
Jersey City, N.J.	207.1	87
Wichita, Kans.	207.0	88
Albuquerque, N.M.	207.0	88
Baton Rouge, La.	206.7	90
Johnson City - Kingsport - Bristol, Tenn.	206.5	91
Las Vegas, Nev.	205.7	92
Wilmington, Del.	203.1	93
Roanoke, Va.	194.8	94
Oxnard - Ventura, Cal.	194.4	95
Youngstown - Warren, Ohio	191.8	96
Tacoma, Wash.	187.7	97
Fort Wayne, Ind.	183.5	98
Columbia, S.C.	182.6	99
New Bedford - Fall River - Attleboro, Mass.	174.1	100
Charleston, W.Va.	171.4	101
Chattanooga, Tenn.	171.0	102
Mobile, Ala.	170.1	103
Sarasota, Fla.	169.7	104
Beaumont - Port Arthur, Tex.	166.4	105
Shreveport, La.	165.6	106
Evansville, Ind.	164.7	107
Charleston, S.C.	161.3	108
Peoria, Ill.	160.6	109
Lexington-Fayette, Ky.	159.1	110
El Paso, Tex.	158.6	111
Flint, Mich.	158.6	112
Portland, Me.	157.2	113
Bakersfield, Cal.	153.9	114
Saginaw - Bay City - Midland, Mich.	151.9	115
Augusta, Ga.	151.1	116
Corpus Christi, Tex.	150.9	117
Lake County, Ill.	150.0	118
Lansing - East Lansing, Mich.	149.0	119
Canton, Ohio	147.5	120
Lubbock, Tex.	144.2	121
Davenport - Rock Island - Moline, Iowa-Ill.	144.0	122
Macon - Warner Robins, Ga.	141.7	123
Jackson, Miss.	139.5	124
Springfield, Mo.	138.3	125
Amarillo, Tex.	137.4	126
Bangor, Me.	137.0	127
Stockton, Cal.	136.2	128
Appleton - Oshkosh - Neenah, Wisc.	135.4	129
Duluth, Minn.	134.6	130
Lancaster, Penn.	131.3	131
Santa Rosa - Petaluma, Cal.	130.2	132
South Bend - Mishawaka, Ind.	128.4	133
Binghamton, N.Y.	128.2	134
Fort Myers, Fla.	126.7	135
Lakeland - Winter Haven, Fla.	126.5	136
Savannah, Ga.	125.5	137
Colorado Springs, Colo.	124.3	138
Daytona Beach, Fla.	123.6	139
Asheville, N.C.	123.5	140
Joliet, Ill.	123.3	141
Modesto, Cal.	120.6	142
Rockford, Ill.	119.4	143
York, Penn.	119.1	144
Reading, Penn.	119.1	144
Manchester - Nashua, N.H.	117.4	146
Santa Barbara - Santa Maria - Lompoc, Cal.	117.0	147
Orange County, N.Y.	115.9	148
Montgomery, Ala.	115.9	148
Springfield, Ill.	114.9	150
Utica - Rome, N.Y.	113.7	151
Aurora - Elgin, Ill.	112.1	152
Atlantic City, N.J.	111.5	153
Lincoln, Neb.	111.3	154
Melbourne - Titusville - Palm Bay, Fla.	110.9	155
Billings, Mont.	109.5	156
Biloxi - Gulfport, Miss.	109.3	157
Trenton, N.J.	108.7	158
Pensacola, Fla.	108.0	159
Eugene - Springfield, Ore.	107.9	160
Anderson, S.C.	104.5	161
Salinas - Seaside - Monterey, Cal.	103.9	162
Kalamazoo, Mich.	103.0	163
Reno, Nev.	101.0	164
Erie, Penn.	101.0	164
Cedar Rapids, Iowa	99.8	166
Alton - Granite City, Ill.	99.6	167
Boise City, Ida.	98.7	168
Topeka, Kans.	97.9	169
Ann Arbor, Mich.	97.9	169
Salem, Ore.	96.7	171
Fargo - Moorhead, N.D.-Minn.	96.4	172
Lorain - Elyria, Ohio	95.5	173
Fort Smith, Ark.	94.9	174
Abilene, Tex.	94.9	174
Bloomington - Normal, Ill.	94.6	176
Johnstown, Penn.	94.4	177
Hamilton - Middletown, Ohio	93.6	178
Columbus, Ga.	93.3	179
Sioux City, Iowa	92.6	180
Tallahassee, Fla.	92.0	181
Green Bay, Wisc.	91.9	182
Pueblo, Colo.	91.6	183
East St. Louis - Belleville, Ill.	91.6	183
Anchorage, Alas.	91.2	185
Waterloo - Cedar Falls, Iowa	88.5	186
Wheeling, W.Va.	87.6	187
Fayetteville, N.C.	87.2	188
Benton Harbor, Mich.	86.9	189
Poughkeepsie, N.Y.	86.2	190
New London - Norwich, Conn.	85.5	191
Monroe, La.	85.4	192
Lake Charles, La.	85.4	192
Gainesville, Fla.	83.8	194
Niagara Falls, N.Y.	82.7	195
Wilmington, N.C.	81.3	196
St. Joseph, Mo.	80.8	197
Huntington - Ashland, W.Va.-Ky.	80.4	198
Santa Cruz, Cal.	80.3	199
Champaign - Urbana - Rantoul, Ill.	79.8	200
Waco, Tex.	79.7	201
Terre Haute, Ind.	78.5	202
Hutchinson, Kans.	78.2	203
Wichita Falls, Tex.	78.1	204
Janesville - Beloit, Wisc.	78.1	204
Boulder - Longmont, Colo.	77.8	206
Watertown, N.Y.	77.7	207
Vancouver, Wash.	75.4	208
Sioux Falls, S.D.	74.6	209
Galveston - Texas City, Tex.	74.6	209
Tyler, Tex.	74.4	211
Beaver County, Penn.	73.4	212
Olean, N.Y.	73.0	213
Chico, Cal.	72.2	214
Tupelo, Miss.	71.6	215
Brownsville - Harlingen, Tex.	71.5	216
Burlington, Vt.	71.0	217
Beckley, W.Va.	70.8	218
Huntsville, Ala.	70.7	219
Muncie, Ind.	70.0	220
Joplin, Mo.	70.0	220
Grand Forks, N.D.	69.9	222
Bradenton, Fla.	68.6	223
Alexandria, La.	68.3	224
Waterville, Me.	67.3	225
Eau Claire, Wisc.	67.3	225
Hyannis, Mass.	67.2	227
Provo - Orem, Utah	67.1	228
Killeen - Temple, Tex.	66.7	229
Lafayette, Ind.	66.2	230
San Luis Obispo, Cal.	65.9	231
Tuscaloosa, Ala.	65.8	232
Lewiston - Auburn, Me.	65.3	233
Jackson, Tenn.	65.3	233
Yakima, Wash.	65.2	235
Muskegon, Mich.	63.6	236
Richland - Kennewick - Pasco, Wash.	62.8	237
Carbondale, Ill.	62.6	238
Odessa, Tex.	62.5	239
La Crosse, Wisc.	62.5	239
Racine, Wisc.	61.8	241
Pottsville, Penn.	61.3	242
Sunbury, Penn.	60.8	243
Albany, Ga.	60.4	244
Florence, S.C.	59.7	245
Anniston, Ala.	59.0	246
Bremerton, Wash.	58.5	247
Dubuque, Iowa	57.8	248
Wenatchee, Wash.	57.7	249
Victoria, Tex.	57.3	250
San Angelo, Tex.	57.2	251
Lafayette, La.	57.2	251
Owensboro, Ky.	57.1	253
Great Falls, Mont.	56.6	254
Elmira, N.Y.	55.7	255
Rapid City, S.D.	55.6	256
Salina, Kans.	55.5	257
Rochester, Minn.	55.5	257
Missoula, Mont.	55.5	257
Lynchburg, Va.	54.9	260
Jamestown, N.Y.	54.5	261
Redding, Cal.	54.4	262
Grand Junction, Colo.	54.3	263
Quincy, Ill.	53.9	264
Pittsfield, Mass.	53.7	265
Charlottesville, Va.	53.6	266
Medford, Ore.	53.1	267
Ocala, Fla.	53.0	268
Butler, Penn.	53.0	268
Olympia, Wash.	52.6	270
Jackson, Mich.	52.3	271
Battle Creek, Mich.	52.0	272
Paducah, Ky.	51.9	273
Longview - Marshall, Tex.	51.4	274
Lima, Ohio	51.0	275
Anderson, Ind.	50.8	276
Wausau, Wisc.	50.5	277
Florence, Ala.	50.3	278
Bismarck, N.D.	50.2	279
Altoona, Penn.	50.2	279
Elkhart - Goshen, Ind.	50.1	281
Kankakee, Ill.	49.1	282
Mankato, Minn.	48.2	283
Bluefield, W.Va.	48.2	283
Mansfield, Ohio	48.0	285
Texarkana, Tex.-Ark.	47.7	286
Zanesville, Ohio	47.2	287
Minot, N.D.	47.0	288
Sharon, Penn.	46.1	289
Danville, Ill.	45.9	290
Kenosha, Wisc.	44.9	291
Gadsden, Ala.	44.9	291
Casper, Wyo.	44.8	293
Enid, Okla.	44.3	294
St. Cloud, Minn.	44.0	295
Salisbury, Md.	43.8	296
Parkersburg - Marietta, W.Va.-Ohio	43.7	297
Williamsport, Penn.	43.6	298
Wooster, Ohio	42.9	299
Fredericksburg, Va.	42.6	300
Bloomington, Ind.	42.3	301
Panama City, Fla.	42.2	302
Hattiesburg, Miss.	41.5	303
Hagerstown, Md.	41.4	304
Idaho Falls, Ida.	40.5	305
Lawton, Okla.	39.8	306
Hickory, N.C.	39.8	306
Cumberland, Md.	39.4	308
Glens Falls, N.Y.	39.2	309
Clarksburg, W.Va.	38.5	310
Kokomo, Ind.	38.3	311
Burlington, N.C.	37.4	312
Harrisonburg, Va.	37.3	313
Fort Dodge, Iowa	37.3	313
Sheboygan, Wisc.	36.7	315
Dover, Del.	35.5	316
Grand Island, Neb.	35.1	317
Findlay, Ohio	34.9	318
Longview, Wash.	32.5	319
Dover, Ohio	32.2	320

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1982 POPULATION 12/31/82 Total Pop. (Thous.)	Total House-holds (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	% Hslds. Cov. Total Area
1	2		3	4	5					6

1 To qualify as a **Newspaper Market,** a city must have at least one daily newspaper with a minimum paid circulation of 25,000. If two or more qualifying cities are in the same metropolitan area, or in the same nonmetro county, they are combined into a multiple newspaper market. The name of the market for newspapers of a metropolitan area is the metro area name. Each county in a newspaper market is one in which the combined qualified newspapers penetrate 20% or more of the households. Three types of counties are included: (1) *home county,* which indentifies the location of the newspapers; (2) *dominant counties,* where the newspaper household penetration is 50% or more; and (3) *effective counties,* where coverage ranges from 20% to 49%. This classification provides a guide for focussing on the newspapers' strongest coverage areas, as well as for determining where additional support may be needed to achieve a desired penetration level. As a further aid to sales targeting, the home-county name is repeated as a dominant or effective county, depending upon its penetration rate. The name of a home county with less than 20% coverage is repeated after the words "Under 20%."

The data source is the Audit Bureau of Circulation's data bank, which includes the audited statements of individual newspapers as of May 1983.

2 **Population** is the number of **persons** living in the newspaper market as of 12/31/82. It includes people living in colleges and hospitals, and armed forces personnel (and their dependents) permanently assigned to the area, but excludes transients and tourists. **Households** are units made up of the people occupying a single housing unit under the rules of the 1980 Census of Population and Housing—such as a house, an apartment, a group of rooms, or a single room. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household.

Caution: Although a county's population total will include all the people in the area, the household total will not do so because it excludes those living in group quarters. Thus if you calculate average Effective Buying Income per household, it must be recognized that this indicator does include the income of people not living in households.

3 **Effective Buying Income (EBI),** a classification developed exclusively by Sales & Marketing Management, is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietors' income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pension and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Compensation paid to military, diplomatic, and business personnel stationed overseas is deducted from this total to arrive at Effective Buying Income.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying Income groups, as reported in the July 25 *Survey of Buying Power,* should be considered.

4 **Total Retail Sales** are all net sales (minus refunds, allowances for returns, and taxes) of establishments engaged primarily in retail trade. Retail sales by such nonretailers as wholesalers and service establishments are not counted. In line with new Census Bureau policy, Total Retail Sales no longer includes: (1) sales and other taxes collected from customers, and (2) carrying charges or other charges for credit. Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation because the market's volume may be affected by the movement of shoppers to and from adjacent areas, as well as purchases by nonhousehold units such as businesses, and the inhabitants of group quarters. They are actually a measure of the drawing power of local retail establishments.

The **Total Retail Sales** figure includes store types not listed in the 1983 *Survey.* Thus the arithmetic difference between Total Retail Sales and the aggregate sales of the major store types detailed in the *Survey* represents sales of "All Other Stores," so to speak.

5 Individual **retail store groups** are considered as channels of distribution in local markets. Thus the retail sales total of the particular store group through which your product moves is useful in analyzing the relative importance of that distribution channel. Bear in mind that the retail sales total of a store type represents the cumulative sales of all products and/or services handled by the store, and not just the type of products associated with the store type. That is, food stores sell more than food products, and drugstores sell more than health and beauty aids.

Separate sales totals are provided for (1) *food stores,* which sell food primarily for home consumption; (2) *general merchandise stores,* which include department, limited-price variety, and general merchandise stores; (3) *furniture, home furnishings, and appliance stores (FHA);* (4) *automotive dealers,* which include those selling domestic and imported cars, new and used, and stores selling tires, batteries, and accessories; and (5) *drugstores,* which include proprietary stores.

6 Individual county newspaper circulation totals are added and expressed as a **percentage of all households covered** in the market. In multiple-newspaper markets, circulations of all qualifying papers are combined. In such markets, however, the coverage ratio is only a general guide because it is impossible to measure the degree of circulation duplication that may exist.

NOTE: There are no U.S. totals for S&MM's newspaper markets because the number of duplicate counties—that is, the same county that is part of more than one newspaper market—would make such a total meaningless.

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S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1982										
	POPULATION 12/31/82		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP							
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ALASKA										
ANCHORAGE (Anchorage) . . . **Over 50%:** Anchorage; **20 - 49%:** Bristol Bay, Kenai Peninsula, Matanuska-Susitna.	252.6	91.2	3,159,099	1,785,941	505,610	264,344	41,669	160,532	99,300	87.5
ARIZONA										
PHOENIX (Maricopa) . . . **Over 50%:** Maricopa; **20 - 49%:** Coconino, Gila, Greenlee, Navajo, Pinal.	1,956.5	711.1	17,358,524	8,618,562	2,314,874	1,009,284	507,040	1,463,556	262,365	51.8
TUCSON (Pima) . . . **Over 50%:** Pima; **20 - 49%:** Cochise, Santa Cruz.	695.1	259.2	5,681,810	2,963,222	832,539	374,195	151,941	505,488	102,194	51.4

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ARKANSAS										
FORT SMITH (Sebastian) . . . **Over 50%:** Sebastian; **20 - 49%:** Crawford, Franklin, Logan, Scott; OKLA.: Le Flore, Sequoyah.	259.3	94.9	1,900,760	1,201,032	300,945	153,913	45,434	241,241	32,683	41.0
LITTLE ROCK-NORTH LITTLE ROCK (Pulaski) . . . **Over 50%:** Pulaski; **20 - 49%:** Arkansas, Ashley, Clark, Cleburne, Conway, Dallas, Desha, Faulkner, Garland, Grant, Hot Spring, Lonoke, Monroe, Ouachita, Perry, Prairie, Saline, Van Buren, White, Woodruff.	886.9	325.6	7,014,831	4,018,538	979,512	561,973	132,280	813,362	125,852	46.2
TEXARKANA (TEX.: Bowie; ARK.: Miller) . . . **Over 50%:** ARK.: Miller; TEX.: Bowie; **20 - 49%:** ARK.: Little River.	130.6	47.7	977,702	629,348	183,438	74,702	19,507	109,072	16,261	52.2
CALIFORNIA										
ANAHEIM-SANTA ANA (Orange) . . . **20 - 49%:** Orange.	2,089.6	770.1	25,624,366	12,403,895	2,802,176	1,674,836	580,574	1,813,970	313,285	36.0
BAKERSFIELD (Kern) . . . **20 - 49%:** Kern.	431.0	153.9	3,988,629	2,190,978	629,231	202,591	77,811	270,369	93,419	48.4
CHICO (Butte) . . . **20 - 49%:** Butte, Glenn.	179.6	72.2	1,505,386	731,792	227,570	57,521	31,138	84,694	27,860	35.1

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Total Sunday Circulation Leader
Total Daily Circulation Leader

Sunday City Zone Circulation Leader
Daily City Zone Circulation Leader

Sunday Combined RTZ/City Zone Circulation Leader
Daily Combined RTZ/City Zone Circulation Leader

Arkansas Gazette.
Begin Tells Cabinet He Plans to Resign
Locals, AT&T Reach Accord Ending Strike
Marines Return Fire in Lebanon for First Time
Announcement Spurs Turmoil; Election Looms

Sunday MSA Circulation Leader
Daily MSA Circulation Leader

Source: Audit Bureau of Circulations; Audit Reports Ended 3-31-83.

Arkansas Gazette.
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221 MILES

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		Ranking
Population FRESNO County 1982	535,500	78
Households FRESNO County 1982	189,600	79
Effective Buying Income 1982	4,298,857,000	88
Retail Sales	2,472,922,000	76

The Fresno Bee
1626 E Street, Fresno, CA 93786

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S&MM's SURVEY OF NEWSPAPER MARKETS

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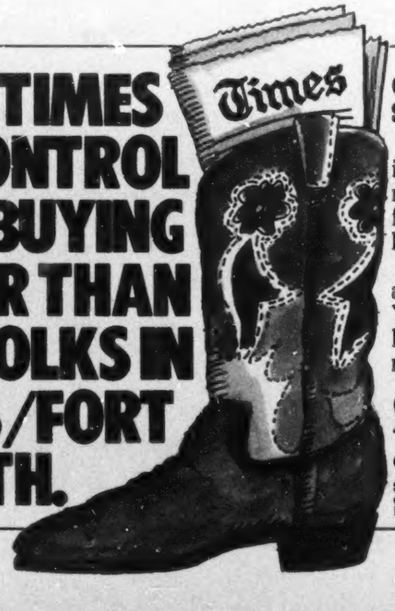
CA (cont.)											
FRESNO (Fresno) . . . **Over 50%:** Fresno; **20 - 49%:** Kings, Madera.	696.9	244.3	6,315,071	3,083,629	878,003	326,124	110,076	457,814	150,183		50.0
LOS ANGELES-LONG BEACH (Los Angeles) . . . **Over 50%:** Los Angeles; **20 - 49%:** Inyo, Orange, Ventura.	10,329.4	3,793.6	111,007,262	52,963,239	13,169,502	6,580,473	2,400,068	7,282,143	1,882,638		44.6
MODESTO (Stanislaus) . . . **Over 50%:** Stanislaus; **20 - 49%:** Tuolumne.	327.5	120.6	2,775,105	1,491,829	406,252	189,240	70,750	158,559	67,708		50.9



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In fact, the $46.4 billion in effective buying income held by these Sunday Times readers represents more financial clout than you'll find in any metro area in America, except Los Angeles, New York and Chicago.

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Los Angeles Times

Offices in Los Angeles, New York, Chicago and San Francisco

Sources: Los Angeles Times Marketing Research Department, estimates based on data from Sales & Marketing Management, and Consumer Trend Analysis. Los Angeles Times Marketing Research Department.

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CA (cont.)										
OAKLAND (Alameda, Contra Costa) . . . **20 - 49%:** Alameda, Contra Costa.	1,813.5	709.2	21,053,756	8,877,494	2,232,735	1,221,015	359,110	1,222,581	421,308	39.8
OXNARD-VENTURA (Ventura) . . . **20 - 49%:** Ventura.	578.1	194.4	6,054,294	2,531,157	767,966	322,449	89,788	382,316	105,600	21.0
REDDING (Shasta) . . . **Over 50%:** Shasta; **20 - 49%:** Trinity.	141.0	54.4	1,116,512	707,229	196,647	58,651	21,051	84,421	41,175	58.9
RIVERSIDE-SAN BERNARDINO (Riverside, San Bernardino) . . . **20 - 49%:** Riverside, San Bernardino.	1,705.5	616.9	15,596,333	7,576,898	1,875,395	1,153,635	214,375	1,007,594	280,434	36.2

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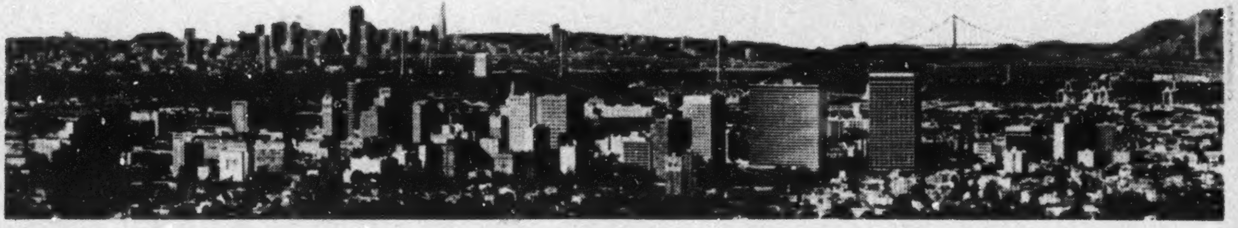

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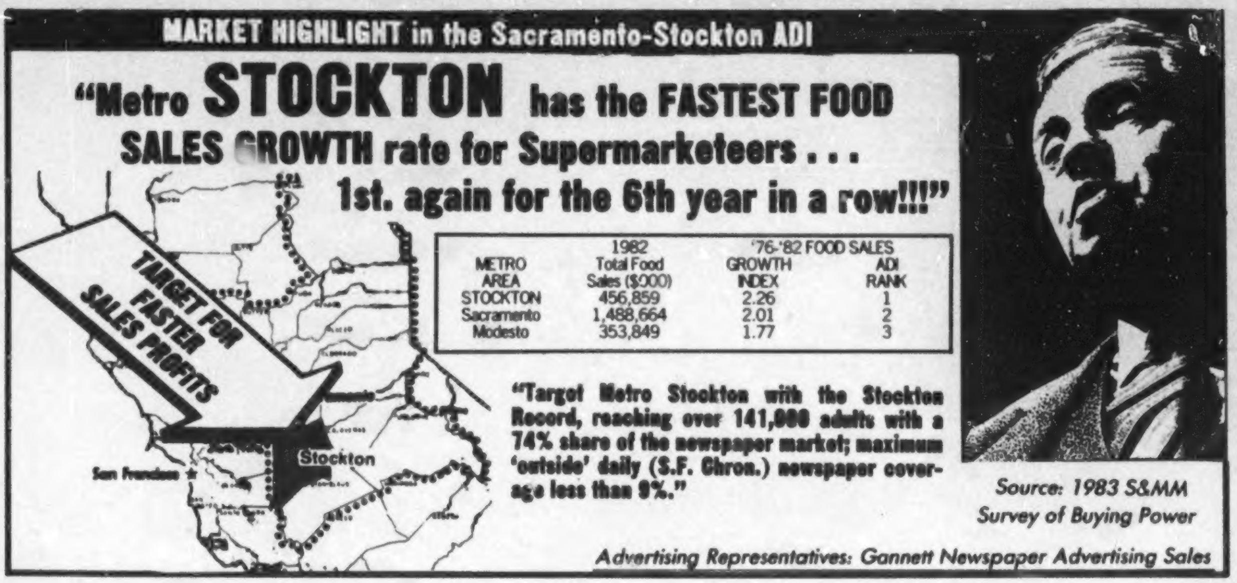

MARKET HIGHLIGHT in the Sacramento-Stockton ADI

"Metro STOCKTON has the FASTEST FOOD SALES GROWTH rate for Supermarketeers . . . 1st. again for the 6th year in a row!!!"

METRO AREA	1982 Total Food Sales ($000)	'76-'82 FOOD SALES GROWTH INDEX	'76-'82 FOOD SALES ADI RANK
STOCKTON	456,859	2.26	1
Sacramento	1,488,664	2.01	2
Modesto	353,849	1.77	3

"Target Metro Stockton with the Stockton Record, reaching over 141,000 adults with a 74% share of the newspaper market; maximum 'outside' daily (S.F. Chron.) newspaper coverage less than 9%."

Source: 1983 S&MM Survey of Buying Power

Advertising Representatives: Gannett Newspaper Advertising Sales

S&MM's SURVEY OF NEWSPAPER MARKETS

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CA (cont.)											
SACRAMENTO (Sacramento) . . . **Over 50%:** Sacramento; **20 - 49%:** Amador, Colusa, El Dorado, Lassen, Placer, Sierra, Yolo.	1,248.2	491.4	12,730,326	6,382,215	1,716,609	817,073	235,131	834,457	285,683		56.9
SALINAS-SEASIDE-MONTEREY (Monterey) . . . **20 - 49%:** Monterey.	309.3	103.9	2,934,279	1,479,693	343,561	131,105	55,225	190,936	66,197		30.4
SAN DIEGO (San Diego) . . . **Over 50%:** San Diego.	1,996.4	739.3	20,798,958	9,831,914	2,244,371	1,556,510	430,962	1,320,701	285,480		53.9
SAN FRANCISCO (San Francisco, Marin, San Mateo) . . . **Over 50%:** Marin, San Francisco, San Mateo; **20 - 49%:** Alameda, Mariposa.	2,634.4	1,081.5	31,868,789	15,078,582	3,650,221	1,800,501	655,631	1,900,084	651,982		47.4

S&MM'S FOUR SURVEY ISSUES

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales incentives, sales training, sales meetings, car rentals, and salespeople's compensation.

Survey of Industrial & Commercial Buying Power, published in April, provides data on 4-digit SIC Industries, both manufacturing and nonmanufacturing, as well as ranking of leading counties for the more than 400 customer industries listed that buy goods and services from consumer and industrial establishments.

S&MM's SURVEY OF NEWSPAPER MARKETS

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CA (cont.)											
SAN JOSE (Santa Clara) . . . **20 - 49%:** Santa Clara.	1,371.3	503.2	16,631,143	8,035,945	1,788,102	1,110,126	379,562	1,246,343	299,813		48.0
SAN LUIS OBISPO (San Luis Obispo) . . . **20 - 49%:** San Luis Obispo.	171.0	65.9	1,605,199	767,053	228,181	33,376	26,429	87,497	31,966		37.5
SANTA BARBARA-SANTA MARIA-LOMPOC (Santa Barbara) . . . **20 - 49%:** Santa Barbara.	310.8	117.0	3,377,300	1,638,507	381,464	151,213	73,270	169,429	63,032		39.9
SANTA CRUZ (Santa Cruz) . . . **20 - 49%:** Santa Cruz.	208.1	80.3	2,139,734	1,030,620	287,612	96,555	29,201	129,082	44,759		33.3
SANTA ROSA-PETALUMA (Sonoma) . . . **20 - 49%:** Sonoma.	329.7	130.2	3,546,968	1,690,049	482,623	165,898	63,750	187,544	67,291		45.5
STOCKTON (San Joaquin) . . . **20 - 49%:** San Joaquin.	369.8	136.2	3,321,323	1,658,182	456,829	196,891	65,990	235,845	86,412		37.8
COLORADO											
BOULDER-LONGMONT (Boulder) . . . **20 - 49%:** Boulder.	206.2	77.8	2,099,605	1,058,309	261,632	69,610	65,524	174,451	30,854		36.3
COLORADO SPRINGS (El Paso) . . . **Over 50%:** El Paso, Teller; **20 - 49%:** Park.	343.4	124.3	2,964,869	1,573,244	365,787	190,176	86,852	296,262	27,696		89.3

$38.9 billion Effective Buying Income

Sixth largest SMSA.

$38.9 billion in Effective Buying Income puts the San Francisco-Oakland SMSA ahead of all but five other metro areas in the nation. It's a market that annually spends over $17 billion in retail purchases, a market that includes two of the nation's top 10 counties in per capita income.

We've got a wealth of power-packed consumers in our pocket. In fact, the San Francisco Chronicle and San Francisco Examiner reach:

72% of all SMSA professionals and managers

72% of all adults in households where annual income exceeds $35,000

76% of all adults with college degrees

62% of the food shoppers who spend over $100 a week on groceries

We reach 474,861 SMSA households.

That's 18,892 more than last year. So we can help you put all these big spenders in *your* pocket.

1 buy • 2 papers • 3 times the circulation of any other Northern California newspaper.

San Francisco Chronicle
San Francisco Examiner

Sources: ABC Audits Sept. 1981 and 1982; Survey of Buying Power Data Service, 1982; Sales & Marketing Management, 2/7/83; The San Francisco Market/Scarborough Research, 1981 (5 issue reach).

San Francisco Newspaper Agency

Agent of
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Examiner & Chronicle
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Member of FCD
Newspaper Network

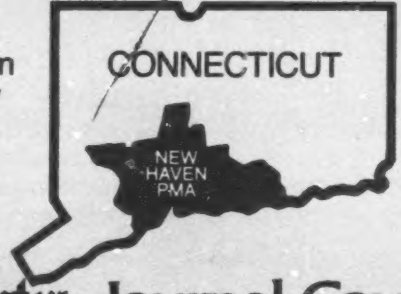
S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1982									% Hslds. Cov. Total Area
	POPULATION 12/31/82		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	
CO (cont.)										
DENVER (Denver) . . . **Over 50%:** Adams, Arapahoe, Denver, Douglas, Eagle, Jefferson; **20 - 49%:** Alamosa, Archuleta, Boulder, Chaffee, Cheyenne, Clear Creek, Elbert, Gilpin, Grand, Gunnison, Hinsdale, Jackson, Kit Carson, Lake, Larimer, Lincoln, Logan, Mineral, Moffat, Morgan, Phillips, Pitkin, Routt, Sedgwick, Summit, Washington, Weld, Yuma; KAN.: Cheyenne.	2,273.8	875.7	23,532,718	12,238,408	3,036,467	1,434,581	569,604	2,111,282	252,946	61.0
GRAND JUNCTION (Mesa) . . . **Over 50%:** Mesa; **20 - 49%:** Delta, Garfield, Rio Blanco.	146.5	54.3	1,313,769	829,726	200,581	80,113	40,084	159,424	15,558	55.7
PUEBLO (Pueblo) . . . **Over 50%:** Pueblo; **20 - 49%:** Baca, Bent, Costilla, Crowley, Custer, Fremont, Huerfano, Kiowa, Las Animas, Mineral, Otero, Prowers, Rio Grande, Saguache.	250.1	91.6	1,819,116	964,429	281,235	111,792	43,921	156,917	20,298	52.9
CONNECTICUT										
BRIDGEPORT-STAMFORD-NORWALK-DANBURY (Fairfield) . . . **20 - 49%:** F irfield.	813.2	291.7	10,931,501	4,604,091	1,004,778	467,619	248,023	517,187	119,895	49.5
HARTFORD-NEW BRITAIN-MIDDLETOWN-BRISTOL (Hartford) . . . **Over 50%:** Hartford, Tolland; **20 - 49%:** Middlesex.	1,056.8	387.2	11,694,790	5,196,039	1,293,136	595,709	213,291	599,675	172,645	69.3
NEW HAVEN-WATERBURY-MERIDEN (New Haven) . . . **Over 50%:** New Haven; **20 - 49%:** Litchfield.	928.0	342.3	9,886,833	4,209,185	1,104,466	519,538	178,237	475,123	122,857	63.3

NEW HAVEN PRIMARY MARKET AREA

34 CITIES AND TOWNS WITH 527,000 ADULTS 18+

50% of the total adults in the PMA read a weekday Register and/or Journal-Courier.
That's 263,000 Readers



61% of the total adults read the Sunday New Haven Register.
That's 324,000 Readers

New Haven Register   Journal-Courier

Source: Belden CMS, 1981
Represented by
Sawyer-Ferguson-Walker Company

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1982									
	POPULATION 12/31/82		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds. Cov. Total Area
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./Furnish./Appl. ($000)	Auto-motive ($000)	Drug ($000)	
CT (cont.)										
NEW LONDON-NORWICH (New London) . . . **20 - 49%:** New London.	241.3	85.5	2,577,346	1,132,573	273,713	122,889	57,548	161,533	29,811	41.6
DELAWARE										
DOVER (Kent) . . . **20 - 49%:** Kent.	102.9	35.5	839,654	552,895	128,972	81,194	15,206	117,789	13,825	48.1
WILMINGTON (New Castle) . . . **Over 50%:** New Castle; **20 - 49%:** Sussex; MD.: Cecil.	566.2	203.1	5,491,576	2,736,562	654,216	409,292	116,114	366,819	101,065	57.5
DISTRICT OF COLUMBIA										
WASHINGTON (District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Fairfax) . . . **Over 50%:** D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Arlington, Fairfax; **20 - 49%:** MD.: Calvert, Charles, Howard; VA.: Fauquier, Loudoun, Prince William.	3,444.5	1,281.5	42,757,935	19,597,455	4,164,558	2,668,366	811,315	3,290,195	861,906	65.1
FLORIDA										
BRADENTON (Manatee) . . . **20 - 49%:** Manatee.	163.2	68.6	1,481,103	807,971	190,148	130,767	35,816	152,041	35,223	37.2
DAYTONA BEACH (Volusia) . . . **Over 50%:** Flagler, Volusia.	295.3	123.6	2,513,319	1,462,604	302,015	185,410	52,997	221,617	75,287	69.0
FORT LAUDERDALE-HOLLYWOOD-POMPANO BEACH (Broward) . . . **20 - 49%:** Broward.	1,107.6	470.5	12,122,305	6,789,624	1,233,770	843,780	336,480	1,526,647	275,509	38.1
FORT MYERS (Lee) . . . **Over 50%:** Lee; **20 - 49%:** Charlotte.	300.4	126.7	2,890,589	1,630,295	349,577	198,181	90,005	283,369	55,968	49.9
GAINESVILLE (Alachua) . . . **Over 50%:** Alachua; **20 - 49%:** Bradford, Dixie, Gilchrist, Levy, Union.	232.2	83.8	1,763,871	983,286	238,207	120,344	47,043	155,276	43,258	51.3
JACKSONVILLE (Duval) . . . **Over 50%:** Clay, Duval; **20 - 49%:** Baker, Columbia, Nassau, St. Johns; GA.: Camden, Charlton.	828.7	304.5	7,161,196	4,044,832	806,399	467,236	146,928	847,627	154,380	59.6
LAKELAND-WINTER HAVEN (Polk) . . . **20 - 49%:** Polk.	345.3	126.5	2,752,644	1,611,279	368,375	191,136	53,641	303,978	64,080	43.8
MELBOURNE-TITUSVILLE-PALM BAY (Brevard) . . . **Over 50%:** Brevard.	284.2	110.9	2,634,372	1,361,346	300,398	202,623	49,830	228,712	63,269	58.0
MIAMI-HIALEAH (Dade) . . . **20 - 49%:** Dade, Monroe.	1,833.7	677.6	16,491,599	9,793,613	1,977,744	1,334,804	641,302	1,615,848	415,310	46.8
OCALA (Marion) . . . **Over 50%:** Marion.	137.8	53.0	979,772	614,097	151,766	59,760	17,842	81,406	21,044	57.1
ORLANDO (Orange) . . . **Over 50%:** Orange, Osceola, Seminole; **20 - 49%:** Lake.	884.4	334.1	7,811,855	4,673,792	1,034,622	585,178	174,297	871,772	139,917	53.1
PANAMA CITY (Bay) . . . **Over 50%:** Bay; **20 - 49%:** Gulf.	114.7	42.2	810,923	625,118	105,459	96,273	38,039	130,132	16,578	61.7
PENSACOLA (Escambia) . . . **Over 50%:** Escambia; **20 - 49%:** Santa Rosa.	302.2	108.0	2,575,713	1,420,958	296,015	231,435	51,592	309,232	43,710	55.2
SARASOTA (Sarasota) . . . **Over 50%:** Sarasota; **20 - 49%:** Manatee.	387.7	169.7	3,784,218	2,207,147	488,693	273,750	158,919	364,875	84,817	49.1
TALLAHASSEE (Leon) . . . **Over 50%:** Leon; **20 - 49%:** Franklin, Gadsden, Jefferson, Liberty, Taylor, Wakulla.	254.9	92.0	2,010,072	1,095,182	253,075	134,065	40,324	184,897	30,910	49.7

S&MM'S FOUR SURVEY ISSUES

Each year *Sales & Marketing Management* publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographic markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1982										
	POPULATION 12/31/82		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP							
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
FL (cont.)										
TAMPA-ST. PETERSBURG-CLEARWATER (Hillsborough, Pinellas) . . . **Over 50%:** Hernando, Hillsborough, Pasco, Pinellas; **20 - 49%:** Citrus, Hardee, Highlands.	1,880.4	782.5	16,963,019	9,248,216	2,416,284	1,247,297	329,513	1,542,506	295,745	64.0
WEST PALM BEACH-BOCA RATON-DELRAY BEACH (Palm Beach) . . . **20 - 49%:** Palm Beach.	641.0	271.6	7,384,226	3,723,446	770,787	520,363	201,052	690,691	133,799	40.6
GEORGIA										
ALBANY (Dougherty) . . . **Over 50%:** Calhoun, Dougherty; **20 - 49%:** Clay, Miller, Mitchell, Randolph, Terrell, Worth.	182.0	60.4	1,189,975	668.983	152,538	83,567	33,039	137,848	25,765	48.5
ATLANTA (Fulton, Cobb) . . . **Over 50%:** Cobb, Fulton; **20 - 49%:** Butts, Clayton, Coweta, De Kalb, Douglas, Fayette, Gwinnett, Henry, Newton, Rockdale, Towns.	2,044.6	751.2	19,745,474	10,875,826	2,155,689	1,841,644	300,827	1,994,152	342,685	45.4
AUGUSTA (Richmond) . . . **Over 50%:** Columbia, Richmond; **20 - 49%:** Burke, Glascock, Jefferson, Jenkins, Lincoln, McDuffie, Warren; S.C.: Aiken, Edgefield.	442.7	151.1	3,293,563	1,721,051	402,144	221,184	71,144	332,162	57,695	49.2
COLUMBUS (Muscogee) . . . **Over 50%:** Muscogee; **20 - 49%:** ALA.: Russell; GA.: Chattahoochee, Harris, Marion, Quitman, Stewart, Talbot, Webster.	277.2	93.3	1,930,104	1,071,920	217,915	165,391	39,099	227,226	37,081	50.3
MACON-WARNER ROBINS (Bibb) . . . **Over 50%:** Bibb; **20 - 49%:** Baldwin, Bleckley, Crawford, Houston, Jones, Macon, Monroe, Peach, Pulaski, Putnam, Taylor, Telfair, Twiggs, Wilkinson.	413.8	141.7	3,164,519	1,681,028	411,849	197,146	50,204	324,994	52,215	43.6

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S&MM's SURVEY OF NEWSPAPER MARKETS

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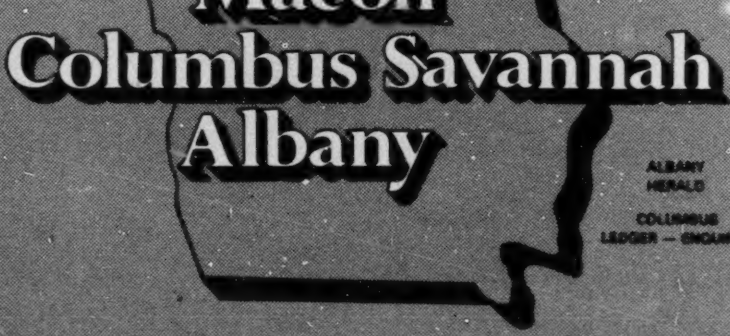
GA (cont.)										
SAVANNAH (Chatham) . . . **Over 50%:** Chatham; **20 - 49%:** Bryan, Candler, Effingham, Evans, Liberty, Screven, Tattnall, Wayne; S.C.: Jasper.	367.7	125.5	2,627,958	1,544,155	347,126	147,412	76,697	266,990	55,027	50.8
HAWAII										
HONOLULU (Honolulu) . . . **Over 50%:** Honolulu; **20 - 49%:** Kauai, Maui.	911.2	285.5	9,025,862	4,624,831	928,676	886,302	88,928	423,142	281,506	66.4
IDAHO										
BOISE CITY (Ada) . . . **Over 50%:** Ada; **20 - 49%:** Adams, Boise, Elmore, Gem, Owyhee, Payette, Valley, Washington.	269.5	98.7	2,252,190	1,310,532	333,351	135,233	77,703	238,690	23,182	47.9
IDAHO FALLS (Bonneville) . . . **Over 50%:** Bonneville; **20 - 49%:** Butte, Clark, Custer, Fremont, Jefferson, Madison, Teton.	128.2	40.5	929,720	674,859	151,701	84,206	44,046	107,385	14,249	54.1
ILLINOIS										
ALTON-GRANITE CITY (Madison) . . . **20 - 49%:** Calhoun, Jersey, Madison.	272.6	99.6	2,391,465	1,230,378	327,512	127,342	39,669	231,580	40,095	32.6
AURORA-ELGIN (Kane) . . . **Over 50%:** Kane; **20 - 49%:** Kendall.	326.9	112.1	3,545,408	1,758,992	369,620	306,996	78,158	243,992	43,351	53.4
BLOOMINGTON-NORMAL (McLean) . . . **Over 50%:** McLean; **20 - 49%:** De Witt, Ford, Livingston, Logan, Woodford.	264.9	94.6	2,585,579	1,230,086	297,519	120,218	44,873	205,222	34,741	51.1
CARBONDALE (Jackson) . . . **20 - 49%:** Jackson, Perry, Union, Williamson.	162.5	62.6	1,319,534	766,166	187,471	101,641	27,389	113,228	25,347	36.0
CHAMPAIGN-URBANA-RANTOUL (Champaign) . . . **Over 50%:** Champaign; **20 - 49%:** Douglas, Ford, Piatt.	220.1	79.8	2,016,565	1,066,705	240,216	135,327	44,465	134,208	33,357	55.0

The Georgia Group



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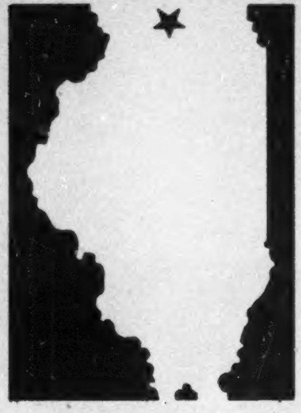

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Sources 1983 S & MM Survey Buying Power. 1983 World Travel Directory. 1983 Circulation

S&MM's SURVEY OF NEWSPAPER MARKETS

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IL (cont.)										
CHICAGO (Cook) . . . **Over 50%:** Cook; **20 - 49%:** Du Page, Kane, Lake, McHenry, Will; IND.: Lake.	7,632.0	2,720.9	80,926,107	36,895,336	8,268,165	5,020,247	1,534,942	5,141,561	1,580,283	49.8
DANVILLE (Vermilion) . . . **Over 50%:** Vermilion; **20 - 49%:** IND.: Fountain, Warren.	122.7	45.9	1,023,874	478,714	129,884	51,827	16,396	75,061	22,153	58.4
DAVENPORT-ROCK ISLAND-MOLINE (IA.: Scott; ILL.: Rock Island) . . **Over 50%:** ILL.: Rock Island; IA.: Scott; **20 - 49%:** ILL.: Henry.	390.5	144.0	4,196,585	1,952,947	416,339	330,003	80,731	294,773	83,743	61.0
EAST ST. LOUIS-BELLEVILLE (St. Clair) . . . **20 - 49%:** St. Clair.	261.9	91.6	2,228,690	1,112,091	246,851	263,415	41,532	144,120	35,567	38.8
JOLIET (Will) . . . **20 - 49%:** Grundy, Will.	377.1	123.3	3,830,911	1,202,185	308,823	141,461	43,364	192,483	53,350	38.7
KANKAKEE (Kankakee) . . . **Over 50%:** Kankakee; **20 - 49%:** Iroquois.	137.8	49.1	1,209,957	563,290	129,268	67,332	22,229	94,263	26,963	60.4
LAKE COUNTY (Lake) . . . **20 - 49%:** Lake.	457.9	150.0	5,723,261	2,248,158	508,012	309,661	98,586	418,829	92,577	28.0
PEORIA (Peoria) . . . **Over 50%:** Peoria; **20 - 49%:** Fulton, Marshall, Stark, Tazewell, Woodford.	438.3	160.6	4,588,998	2,077,549	482,834	326,343	84,749	326,153	59,356	56.9
QUINCY (Adams) . . . **Over 50%:** Adams; **20 - 49%:** Brown, Hancock, Pike; MO.: Knox, Lewis, Scotland.	141.7	53.9	1,100,132	516,427	135,346	50,864	23,417	83,464	17,943	49.7
ROCKFORD (Winnebago) . . . **Over 50%:** Winnebago; **20 - 49%:** Boone, Ogle.	327.6	119.4	3,329,030	1,404,041	332,930	245,976	65,383	178,781	55,599	53.5
SPRINGFIELD (Sangamon) . . . **Over 50%:** Menard, Sangamon; **20 - 49%:** Cass, Christian, Macoupin.	295.0	114.9	2,803,317	1,387,338	350,517	194,455	50,460	184,782	63,461	54.8

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INDIANA										
ANDERSON (Madison) . . . **Over 50%:** Madison.	138.1	50.8	1,114,894	573,834	140,160	85,255	19,799	105,756	32,066	68.7
BLOOMINGTON (Monroe) . . . **Over 50%:** Monroe; **20 - 49%:** Owen.	118.1	42.3	950,673	437,607	109,290	52,460	16,508	52,965	21,998	54.1
ELKHART-GOSHEN (Elkhart) . . . **Over 50%:** Elkhart.	139.6	50.1	1,154,887	758,343	175,728	95,143	24,150	164,926	43,097	53.6
EVANSVILLE (Vanderburgh) . . . **Over 50%:** Posey, Vanderburgh, Warrick; **20 - 49%:** ILL.: Gallatin, Wabash, White; IND.: Gibson, Perry, Pike, Spencer; KY.: Henderson, Union, Webster.	442.5	164.7	3,740,062	1,967,764	456,617	217,991	85,730	311,357	73,919	57.8
FORT WAYNE (Allen) . . . **Over 50%:** Allen; **20 - 49%:** Adams, De Kalb, Huntington, Noble, Steuben, Wells, Whitley.	511.4	183.5	4,252,515	2,343,663	525,369	333,866	84,235	372,747	95,493	62.1
GARY-HAMMOND (Lake) . . . **Over 50%:** Lake; **20 - 49%:** Jasper, Porter.	669.4	228.5	5,852,100	3,125,526	816,130	360,464	110,955	431,977	145,536	59.1
INDIANAPOLIS (Marion) . . . **Over 50%:** Hamilton, Hancock, Hendricks, Johnson, Marion; **20 - 49%:** Boone, Morgan, Putnam, Rush, Shelby.	1,228.2	451.0	11,265,078	6,456,663	1,428,286	881,163	211,290	943,030	267,589	67.2
KOKOMO (Howard) . . . **Over 50%:** Howard; **20 - 49%:** Tipton.	103.7	38.3	880,269	497,051	114,315	82,259	18,789	79,925	24,704	68.7
LAFAYETTE (Tippecanoe) . . . **Over 50%:** Benton, Tippecanoe; **20 - 49%:** Carroll, Warren, White.	187.2	66.2	1,606,705	765,238	176,323	132,830	33,505	102,115	40,335	49.3
MUNCIE (Delaware) . . . **Over 50%:** Delaware; **20 - 49%:** Blackford, Jay, Randolph.	194.9	70.0	1,447,569	812,994	204,611	85,145	31,041	150,787	48,558	63.6
SOUTH BEND-MISHAWAKA (St. Joseph) . . . **Over 50%:** St. Joseph; **20 - 49%:** Marshall, Starke; MICH.: Cass.	352.2	128.4	2,996,293	1,572,455	368,877	210,849	57,179	259,373	72,459	61.3
TERRE HAUTE (Vigo) . . . **Over 50%:** Vigo; **20 - 49%:** ILL.: Clark; IND.: Clay, Parke, Sullivan, Vermillion.	210.3	78.5	1,610,769	1,101,282	204,073	129,084	27,301	144,604	41,486	43.8
IOWA										
CEDAR RAPIDS (Linn) . . . **Over 50%:** Linn; **20 - 49%:** Benton, Cedar, Delaware, Iowa, Jones.	269.7	99.8	2,583,410	1,214,349	268,684	196,371	46,774	193,543	44,450	58.4
DAVENPORT-ROCK ISLAND-MOLINE (Scott; ILL.: Rock Island) . . . **Over 50%:** ILL.: Rock Island; IA.: Scott; **20 - 49%:** ILL.: Henry.	390.5	144.0	4,196,585	1,952,947	416,339	330,003	80,731	294,773	83,743	61.0
DES MOINES (Polk) . . . **Over 50%:** Polk; **20 - 49%:** Adair, Audubon, Boone, Buena Vista, Calhoun, Carroll, Clarke, Clay, Dallas, Decatur, Dickinson, Emmet, Floyd, Franklin, Greene, Guthrie, Hamilton, Hancock, Hardin, Henry, Humboldt, Jasper, Johnson, Keokuk, Kossuth, Lucas, Madison, Mahaska, Marion, Marshall, Mitchell, Palo Alto, Pocahontas, Poweshiek, Ringgold, Sac, Story, Taylor, Union, Warren, Washington, Wayne, Winnebago, Wright.	1,191.0	449.9	11,011,293	5,784,358	1,363,099	685,505	218,176	965,757	159,403	44.5

Coming in January

Don't miss **Sales & Marketing Management's Annual Awards Issue**. Read about the best in the business as S&MM salutes the innovators and achievers in sales and marketing.

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S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1982: POPULATION 12/31/82		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds. Cov. Total Area
	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	
IA (cont.)										
DUBUQUE (Dubuque) . . . **Over 50%:** Dubuque; **20 - 49%:** ILL.: Jo Daviess; WIS.: Grant.	171.3	57.8	1,360,988	740,013	161,291	109,544	35,578	115,187	25,380	51.2
FORT DODGE (Webster) . . . **Over 50%:** Calhoun, Webster; **20 - 49%:** Humboldt, Pocahontas, Wright.	97.8	37.3	841,112	470,368	108,853	57,492	24,204	97,732	10,029	57.7
SIOUX CITY (Woodbury) . . . **Over 50%:** Monona, Woodbury; NEB.: Dakota; **20 - 49%:** IA.: Cherokee, Ida, O'Brien, Plymouth, Sioux; NEB.: Dixon, Thurston; S.D.: Union.	254.6	92.6	2,071,178	1,132,457	299,707	114,494	45,601	185,757	38,807	54.8
WATERLOO-CEDAR FALLS (Black Hawk) . . . **Over 50%:** Black Hawk; **20 - 49%:** Bremer, Buchanan, Butler, Chickasaw, Grundy, Howard.	247.2	88.5	2,303,208	1,098,340	246,122	127,154	46,497	185,988	32,645	52.9
KANSAS										
HUTCHINSON (Reno) . . . **Over 50%:** Edwards, Reno; **20 - 49%:** Clark, Comanche, Grant, Gray, Greeley, Hamilton, Haskell, Hodgeman, Kingman, Kiowa, Lane, McPherson, Meade, Ness, Pawnee, Pratt, Rice, Rush, Scott, Stafford, Stanton, Wichita.	203.4	78.2	1,789,014	831,496	223,172	73,871	31,284	141,256	26,995	44.5
SALINA (Saline) . . . **Over 50%:** Lincoln, Ottawa, Saline; **20 - 49%:** Cloud, Dickinson, Ellsworth, Jewell, Mitchell, Osborne, Phillips, Republic, Smith.	138.8	55.5	1,114,365	578,856	137,768	52,654	23,864	110,964	12,196	46.5
TOPEKA (Shawnee) . . . **Over 50%:** Osage, Shawnee; **20 - 49%:** Jackson, Jefferson, Marshall, Nemaha, Pottawatomie, Wabaunsee, Washington.	255.2	97.9	2,426,047	1,105,088	264,866	129,375	42,220	204,979	43,074	57.5
WICHITA (Sedgwick) . . . **Over 50%:** Sedgwick; **20 - 49%:** Barber, Butler, Comanche, Elk, Greenwood, Harper, Harvey, Kingman, Marion, Sumner, Woodson.	536.2	207.0	5,746,783	2,713,648	543,532	384,115	113,239	493,395	66,308	49.6
KENTUCKY										
LEXINGTON-FAYETTE (Fayette) . . . **Over 50%:** Fayette; **20 - 49%:** Anderson, Bourbon, Clark, Harrison, Jessamine, Madison, Montgomery, Nicholas, Scott, Woodford.	440.5	159.1	3,614,615	2,422,089	593,766	369,361	96,130	315,698	75,945	49.8
LOUISVILLE (Jefferson) . . . **Over 50%:** Jefferson, Oldham; **20 - 49%:** IND.: Clark, Crawford, Floyd, Harrison, Scott; KY.: Bullitt, Hardin, Henry, Larue, Marion, Nelson, Shelby, Spencer, Taylor, Washington.	1,194.9	428.7	9,868,637	5,640,622	1,468,831	770,665	251,796	782,800	206,691	62.2
OWENSBORO (Daviess) . . . **Over 50%:** Daviess, McLean; **20 - 49%:** Hancock, Muhlenberg, Ohio.	160.8	57.1	1,231,769	765,693	217,539	92,678	33,469	131,788	25,611	56.5
PADUCAH (McCracken) . . . **Over 50%:** McCracken; **20 - 49%:** ILL.: Massac; KY.: Ballard, Carlisle, Livingston, Lyon, Marshall.	134.2	51.9	1,108,391	696,661	161,673	92,929	27,647	112,675	31,542	46.9

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	1975	1982	Seven-year Growth %
Population	294,700	327,900	11.2%
EBI	$1.4 billion	$2.8 billion	100%
EBI/HH	$14,712	23,790	61.7%
Retail Sales	$848 million	$1.9 billion	124.0%
RS/HH	$8,715	$15,991	84.4%

Source: 1983 Survey of Buying Power

THE LEXINGTON HERALD-LEADER COMPANY
"Overlook The Blue Grass and You've Overlooked Kentucky!"

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1982 POPULATION 12/31/82 Total Pop. (Thous.)	Total Households (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
LOUISIANA										
ALEXANDRIA (Rapides) . . . **Over 50%:** Rapides; **20 - 49%:** Avoyelles, Grant.	199.5	68.3	1,423,118	725,271	194,270	113,756	26,134	136,775	28,167	47.5
BATON ROUGE (East Baton Rouge) . . . **Over 50%:** East Baton Rouge, West Baton Rouge; **20 - 49%:** Ascension, East Feliciana, Iberville, Livingston, Pointe Coupee, West Feliciana.	618.1	206.7	5,597,698	2,646,722	705,040	473,535	105,016	462,262	84,872	48.0
LAFAYETTE (Lafayette) . . . **20 - 49%:** Lafayette.	162.3	57.2	1,749,641	1,011,731	212,906	148,074	52,276	188,405	22,659	43.0
LAKE CHARLES (Calcasieu) . . . **Over 50%:** Calcasieu; **20 - 49%:** Beauregard, Cameron, Jefferson Davis.	247.8	85.4	2,185,247	1,158,498	354,079	110,815	45,966	228,451	35,252	46.2
MONROE (Ouachita) . . . **20 - 49%:** Caldwell, Franklin, Ouachita, Richland, Tensas, Union, West Carroll.	245.4	85.4	1,680,330	960,456	246,961	139,957	37,858	201,615	29,996	37.6
NEW ORLEANS (Orleans) . . . **Over 50%:** Jefferson, Orleans, St. Bernard; **20 - 49%:** Plaquemines, St. Charles, St. John the Baptist, St. Tammany.	1,331.2	481.1	12,024,913	6,030,256	1,777,180	711,181	276,714	889,962	185,517	51.7
SHREVEPORT (Caddo) . . . **Over 50%:** Bossier, Caddo; **20 - 49%:** Bienville, Claiborne, De Soto, Red River, Webster.	457.8	165.6	3,932,763	1,918,068	454,873	267,930	84,072	396,455	43,577	57.4
MAINE										
BANGOR (Penobscot) . . . **Over 50%:** Hancock, Penobscot, Piscataquis, Washington; **20 - 49%:** Aroostook, Knox, Waldo.	387.7	137.0	2,741,344	1,816,917	499,656	200,408	75,401	253,504	66,366	54.9
LEWISTON-AUBURN (Androscoggin) . . . **Over 50%:** Androscoggin; **20 - 49%:** Franklin, Oxford.	178.8	65.3	1,344,780	772,310	196,551	92,376	19,264	121,751	24,998	68.3
PORTLAND (Cumberland) . . . **Over 50%:** Cumberland; **20 - 49%:** Lincoln, Sagadahoc, York.	423.5	157.2	3,632,865	2,342,801	508,434	242,239	69,306	292,070	74,028	52.3
WATERVILLE (Kennebec) . . . **Over 50%:** Somerset; **20 - 49%:** Franklin, Kennebec.	186.7	67.3	1,424,043	834,998	220,459	85,956	28,408	123,124	29,433	35.7
MARYLAND										
BALTIMORE (Baltimore, Anne Arundel) . . . **Over 50%:** Anne Arundel, Baltimore; **20 - 49%:** Carroll, Harford, Howard, Kent, Queen Anne's, Worcester.	2,273.1	816.5	21,458,180	10,902,114	2,773,512	1,285,377	391,468	1,814,255	359,045	60.9
CUMBERLAND (Allegany) . . . **Over 50%:** Allegany; **20 - 49%:** Mineral.	106.7	39.4	778,656	426,849	106,227	55,870	17,936	64,821	22,804	74.9
HAGERSTOWN (Washington) . . . **Over 50%:** Washington.	114.3	41.4	927,146	619,196	126,202	83,861	21,222	81,526	21,295	79.2
SALISBURY (Wicomico) . . . **Over 50%:** Wicomico; **20 - 49%:** Somerset, Worcester.	118.6	43.8	901,574	732,585	183,628	71,036	24,208	130,606	22,275	51.0
WASHINGTON (D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Fairfax) . . . **Over 50%:** D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Arlington, Fairfax; **20 - 49%:** MD.: Calvert, Charles, Howard; VA.: Fauquier, Loudoun, Prince William.	3,444.5	1,281.5	42,757,935	19,597,455	4,164,558	2,668,366	811,315	3,290,195	861,906	65.1

S&MM'S FOUR SURVEY ISSUES

Each year *Sales & Marketing Management* publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographic markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

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The Patriot Ledger

Source: Circulation, ABC FAS-FAX 3/31/83; Advertising, NENA Ad Lineage Report 12/31/82
*1982 Survey of Buying Power

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	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	
MASSACHUSETTS										
BOSTON-LAWRENCE-SALEM-LOWELL-BROCKTON (Suffolk, Middlesex, Plymouth, Essex, Norfolk) . . . **Over 50%:** Essex, Middlesex, Norfolk, Plymouth, Suffolk; **20 - 49%:** Barnstable, Dukes, Nantucket; N.H.: Rockingham.	4,040.8	1,482.4	42,172,572	21,972,317	5,399,354	2,662,400	875,068	2,251,680	704,662	65.5
HYANNIS (Barnstable) . . . **Over 50%:** Barnstable.	164.2	67.2	1,634,690	1,207,820	311,434	105,984	41,170	86,647	31,488	54.2
NEW BEDFORD-FALL RIVER-ATTLEBORO (Bristol) . . . **20 - 49%:** Bristol.	484.9	174.1	4,077,147	2,319,607	604,645	337,621	129,037	265,678	68,496	43.4
PITTSFIELD (Berkshire) . . . **Over 50%:** Berkshire.	143.6	53.7	1,351,273	854,605	247,145	101,028	32,828	78,863	20,219	56.3

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MA (cont.)										
SPRINGFIELD (Hampden) . . . **Over 50%:** Hampden; **20 - 49%:** Hampshire.	582.1	208.9	5,124,696	3,106,013	944,099	308,898	98,235	343,001	85,105	76.6
WORCESTER-FITCHBURG-LEOMINSTER (Worcester) . . . **Over 50%:** Worcester.	652.1	234.6	6,086,841	3,256,983	822,023	417,979	166,418	379,064	108,080	58.3
MICHIGAN										
ANN ARBOR (Washtenaw) . . . **20 - 49%:** Washtenaw.	270.3	97.9	2,909,366	1,394,904	201,298	308,905	72,948	198,554	58,348	43.9
BATTLE CREEK (Calhoun) . . . **Over 50%:** Calhoun.	139.5	52.0	1,293,602	588,733	96,796	139,919	25,594	70,438	25,039	50.0
BENTON HARBOR (Berrien) . . . **20 - 49%:** Berrien, Van Buren.	239.6	86.9	2,084,201	989,633	274,475	97,967	72,974	143,684	38,438	40.4
DETROIT (Wayne, Macomb, Monroe, Oakland, St. Clair) . . . **Over 50%:** Macomb, Monroe, Oakland, St. Clair, Wayne; **20 - 49%:** Cheboygan, Crawford, Emmet, Iosco, Livingston, Luce, Mackinac, Montmorency, Otsego, Presque Isle, Roscommon, Sanilac, Washtenaw.	4,815.7	1,718.9	48,134,327	24,807,560	5,757,606	3,399,039	1,001,602	4,050,356	1,177,703	75.9
FLINT (Genesee) . . . **Over 50%:** Genesee.	444.2	158.0	4,290,822	2,508,978	492,337	563,692	118,790	465,189	97,805	63.8
GRAND RAPIDS (Kent) . . . **Over 50%:** Kent; **20 - 49%:** Ottawa.	614.9	217.4	5,806,591	3,008,208	404,425	739,782	148,894	403,574	69,627	52.9
JACKSON (Jackson) . . . **Over 50%:** Jackson.	151.3	52.3	1,368,931	633,735	102,586	185,949	19,873	75,310	15,266	66.2

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	POPULATION 12/31/82		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
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MI (cont.)										
KALAMAZOO (Kalamazoo) . . . **Over 50%:** Kalamazoo; **20 - 49%:** Van Buren.	282.5	103.0	2,778,339	1,409,550	258,322	364,516	64,001	193,689	32,328	50.7
LANSING-EAST LANSING (Ingham) . . . **Over 50%:** Ingham; **20 - 49%:** Clinton, Eaton.	424.7	149.0	4,106,371	2,018,491	380,518	427,038	80,602	305,641	44,307	45.5
MUSKEGON (Muskegon) . . . **Over 50%:** Muskegon; **20 - 49%:** Oceana.	178.3	63.6	1,474,164	663,917	131,029	177,051	23,361	84,813	22,237	62.8
SAGINAW-BAY CITY-MIDLAND (Saginaw, Bay) . . . **Over 50%:** Bay, Saginaw; **20 - 49%:** Arenac, Ogemaw, Tuscola.	437.8	151.9	3,703,061	2,052,649	494,548	329,551	73,814	285,226	73,128	56.4
MINNESOTA										
DULUTH (St. Louis) . . . **20 - 49%:** Carlton, Cook, Itasca, Lake, St. Louis, Douglas.	361.5	134.6	3,177,757	1,568,470	374,426	185,290	48,741	203,475	46,313	40.7
FARGO-MOORHEAD (N.D.: Cass) . . . **Over 50%:** MINN.: Clay; N.D.: Cass, Ransom, Steele; **20 - 49%:** MINN.: Mahnomen, Norman, Wilkin; N.D.: Barnes, Dickey, Eddy, Foster, Griggs, La Moure, Nelson, Richland, Sargent, Traill, Wells.	262.8	96.4	2,307,924	1,314,443	248,841	135,135	52,322	225,214	46,489	48.4
MANKATO (Blue Earth) . . . **Over 50%:** Blue Earth; **20 - 49%:** Le Sueur, Nicollet, Waseca, Watonwan.	136.1	48.2	1,062,815	578,573	136,554	41,789	20,511	106,480	24,275	48.9
MINNEAPOLIS-ST. PAUL (Hennepin, Ramsey) . . . **Over 50%:** Dakota, Hennepin, Ramsey, Washington; **20 - 49%:** Anoka, Big Stone, Carver, Chippewa, Chisago, Douglas, Isanti, Lac qui Parle, Le Sueur, McLeod, Meeker, Mille Lacs, Pope, Redwood, Renville, Rice, Scott, Stevens, Traverse, Wright, Pierce, Polk, St. Croix.	2,533.6	938.9	26,421,496	13,488,682	2,742,813	2,015,945	522,147	2,048,026	408,018	53.5
ROCHESTER (Olmsted) . . . **Over 50%:** Dodge, Olmsted; **20 - 49%:** Fillmore, Wabasha.	152.3	55.5	1,377,765	779,547	160,999	90,045	27,835	131,569	30,093	62.2
ST. CLOUD (Stearns) . . . **Over 50%:** Benton, Stearns.	139.5	44.0	1,040,131	800,193	109,878	92,587	21,275	82,672	16,331	50.5

Q. Can you name one good reason why Minneapolis is 12th* in population but 6th* in total retail sales per household?

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*Among 15 largest US metropolitan areas. Source: © Sales & Marketing Management Survey of Buying Power, 1983.

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MISSISSIPPI										
BILOXI-GULFPORT (Harrison) . . . **Over 50%:** Harrison; **20 - 49%:** Hancock, Jackson, Stone.	325.2	109.3	2,602,448	1,281,828	374,164	228,864	41,114	158,650	45,491	46.4
HATTIESBURG (Forrest) . . . **Over 50%:** Forrest, Lamar, Perry; **20 - 49%:** Covington.	120.2	41.5	831,101	491,218	114,550	85,691	19,817	73,249	23,511	53.0
JACKSON (Hinds) . . . **Over 50%:** Hinds; **20 - 49%:** Copiah, Madison, Rankin.	408.6	139.5	3,326,527	1,721,094	437,194	276,648	77,753	277,540	56,468	51.3
TUPELO (Lee) . . . **Over 50%:** Lee; **20 - 49%:** Chickasaw, Itawamba, Monroe, Pontotoc, Prentiss, Union.	205.3	71.6	1,247,861	790,835	243,847	113,005	27,634	137,604	23,894	38.8
MISSOURI										
JOPLIN (Jasper) . . . **Over 50%:** Jasper; **20 - 49%:** KAN.: Cherokee; MO.: Barton, McDonald, Newton.	181.3	70.0	1,296,749	865,534	198,364	97,298	29,378	169,738	35,329	47.8
KANSAS CITY (Jackson) . . . **Over 50%:** KAN.: Johnson, Wyandotte; MO.: Clay, Jackson, Lafayette, Platts; **20 - 49%:** KAN.: Anderson, Atchison, Douglas, Franklin, Leavenworth, Linn, Miami; MO.: Bates, Caldwell, Carroll, Cass, Chariton, Clinton, Henry, Johnson, Linn, Livingston, Ray, Saline.	1,758.2	664.0	17,003,521	9,260,162	1,924,553	1,492,798	324,841	1,658,127	258,609	75.2
ST. JOSEPH (Buchanan) . . . **Over 50%:** KAN.: Doniphan; MO.: Andrew, Buchanan, De Kalb, Gentry, Holt; **20 - 49%:** MO.: Atchison, Caldwell, Clinton, Daviess, Harrison, Nodaway, Worth.	213.1	80.8	1,653,341	911,853	199,905	112,693	32,256	150,607	28,958	75.0
ST. LOUIS (St. Louis) . . . **Over 50%:** St. Louis; **20 - 49%:** ILL.: Madison, Monroe, Randolph, St. Clair; MO.: Franklin, Gasconade, Jefferson, Lincoln, St. Charles, Ste. Genevieve, Warren.	2,423.0	884.6	23,355,869	11,800,088	2,915,962	1,822,138	430,861	1,847,206	351,846	50.0
SPRINGFIELD (Greene) . . . **Over 50%:** Greene; **20 - 49%:** Christian, Dade, Dallas, Lawrence, Polk, Stone, Taney, Webster, Wright.	365.7	138.3	2,811,014	1,707,639	382,244	218,204	67,293	311,009	45,149	42.6
MONTANA										
BILLINGS (Yellowstone) . . . **Over 50%:** Rosebud, Stillwater, Treasure, Yellowstone; **20 - 49%:** Big Horn, Carbon, Carter, Custer, Daniels, Dawson, Fallon, Garfield, Golden Valley, McCone, Musselshell, Park, Petroleum, Powder River, Prairie, Richland, Roosevelt, Sheridan, Sweet Grass, Valley, Wheatland, Wibaux, Big Horn, Park.	295.6	109.5	2,551,848	1,664,261	380,154	189,349	66,459	258,681	62,407	50.4
GREAT FALLS (Cascade) . . . **Over 50%:** Cascade; **20 - 49%:** Blaine, Chouteau, Glacier, Hill, Judith Basin, Liberty, Meagher, Phillips, Pondera, Teton, Toole.	153.5	56.6	1,302,970	870,609	178,055	100,802	40,399	166,233	34,968	53.1
MISSOULA (Missoula) . . . **Over 50%:** Missoula; **20 - 49%:** Granite, Lake, Mineral, Powell, Ravalli, Sanders.	148.7	55.5	1,184,247	712,699	145,034	60,570	37,180	136,452	27,818	49.4
NEBRASKA										
GRAND ISLAND (Hall) . . . **Over 50%:** Greeley, Hall, Howard; **20 - 49%:** Garfield, Hamilton, Merrick, Nance, Sherman, Valley.	94.5	35.1	734,419	483,213	67,558	95,884	13,178	65,020	7,967	65.1
LINCOLN (Lancaster) . . . **Over 50%:** Lancaster, Saline; **20 - 49%:** Butler, Fillmore, Jefferson, Johnson, Pawnee, Saunders, Seward, Thayer.	292.8	111.3	2,880,038	1,396,763	309,343	178,027	61,565	223,648	38,903	60.7
OMAHA (Douglas) . . . **Over 50%:** Douglas, Sarpy; **20 - 49%:** IA.: Fremont, Harrison, Mills, Montgomery, Page, Pottawattamie, Shelby; NEB.: Antelope, Blaine, Boone, Boyd, Brown, Buffalo, Burt, Butler, Cass, Chase, Cherry, Colfax, Cuming, Custer, Dawson, Deuel, Dodge, Furnas, Garden, Gosper, Grant, Greeley, Harlan, Holt, Kearney, Keith, Nemaha, Nuckolls, Perkins, Phelps, Platte, Polk, Richardson, Rock, Saunders, Thurston, Valley, Washington, Wayne.	1,061.6	392.8	9,799,585	5,012,030	1,135,421	614,017	223,173	892,943	160,379	47.8
NEVADA										
LAS VEGAS (Clark) . . . **Over 50%:** Clark; **20 - 49%:** Lincoln, Nye.	529.7	205.7	5,193,014	3,165,317	706,037	405,805	121,198	558,404	118,140	74.3
RENO (Washoe) . . . **Over 50%:** Washoe; **20 - 49%:** Churchill, Humboldt, Mineral, Pershing, Storey.	250.1	101.0	2,638,305	1,910,960	318,874	194,014	93,391	333,913	173,246	47.7

S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1982										% Hslds. Cov. Total Area
	POPULATION 12/31/82		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP							
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	
NEW HAMPSHIRE										
MANCHESTER-NASHUA (Hillsborough) . . . **Over 50%:** Hillsborough; **20 - 49%:** Coos.	326.0	117.4	3,083,248	1,717,994	436,033	191,816	89,874	241,934	46,744	53.3
NEW JERSEY										
ATLANTIC CITY (Atlantic) . . . **Over 50%:** Atlantic; **20 - 49%:** Cape May.	289.3	111.5	2,691,904	1,751,972	462,268	140,441	52,934	199,458	36,054	56.2
BERGEN-PASSAIC (Bergen, Passaic) . . . **Over 50%:** Bergen, Passaic.	1,277.8	460.1	15,425,176	7,396,352	1,754,833	1,032,346	369,862	1,082,418	133,821	52.9
JERSEY CITY (Hudson) . . . **20 - 49%:** Hudson.	544.5	207.1	4,769,786	1,922,203	606,124	119,780	80,996	206,139	50,701	43.1
MIDDLESEX-SOMERSET-HUNTERDON (Middlesex, Somerset) . . . **Over 50%:** Middlesex; **20 - 49%:** Somerset.	802.8	274.8	9,468,033	4,036,594	1,057,803	463,909	195,787	519,552	82,168	53.8
MONMOUTH-OCEAN (Monmouth) . . . **Over 50%:** Monmouth; **20 - 49%:** Ocean.	898.0	327.2	9,726,920	4,211,661	1,219,362	408,309	173,296	685,845	97,792	44.6
NEWARK (Essex, Morris, Union) . . . **Over 50%:** Morris, Union; **20 - 49%:** Essex, Middlesex, Somerset, Sussex.	2,667.4	931.5	30,787,339	12,486,297	3,501,959	1,035,458	661,193	1,783,735	257,011	47.5
PHILADELPHIA (PENN.: Philadelphia, Bucks, Chester, Delaware, Montgomery; N.J.: Burlington, Camden, Gloucester) . . . **Over 50%:** N.J.: Burlington, Camden, Gloucester; PENN.: Bucks, Chester, Delaware, Montgomery, Philadelphia; **20 - 49%:** N.J.: Cape May, Salem.	4,841.3	1,733.4	47,570,342	21,559,079	5,253,222	2,449,055	943,153	3,265,556	556,564	66.6
TRENTON (Mercer) . . . **Over 50%:** Mercer.	308.7	108.7	3,326,492	1,555,380	427,128	188,599	85,277	175,795	32,552	90.6
NEW MEXICO										
ALBUQUERQUE (Bernalillo) . . . **Over 50%:** Bernalillo; **20 - 49%:** Guadalupe, Los Alamos, Socorro, Torrance, Valencia.	562.6	207.0	4,773,821	2,777,675	615,583	347,594	157,749	558,186	69,314	55.4

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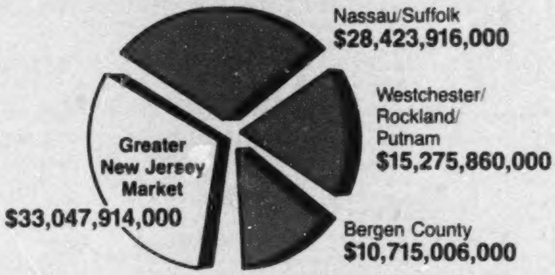

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S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1982									
	POPULATION 12/31/82		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
NEW YORK										
ALBANY-SCHENECTADY-TROY (Albany, Schenectady, Rensselaer) . . . **Over 50%:** Albany, Rensselaer, Schenectady; **20 - 49%:** Montgomery, Saratoga, Schoharie.	838.0	310.6	8,247,876	3,903,460	1,080,980	411,599	154,652	566,819	98,216	72.5
BINGHAMTON (Broome) . . . **Over 50%:** Broome; **20 - 49%:** Chenango, Tioga; PENN.: Susquehanna.	353.5	128.2	3,233,038	1,564,172	424,838	133,417	75,101	263,115	53,754	68.8

S&MM'S FOUR SURVEY ISSUES

Each year *Sales & Marketing Management* publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographic markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

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*Retail Sales Development Index-Retail sales in 5 categories divided by households, expressed as a percent of the six-market totals. For example, Buffalo represents 7.4% of households and 8.4% of retail food sales for an Index of 114, highest of the six Great Lakes markets. Source: Scarborough National Newspaper Audience Ratings Study.

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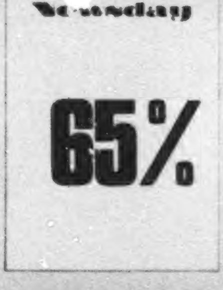
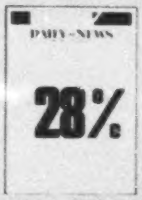
S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1982 POPULATION 12/31/82 Total Pop. (Thous.)	Total House-holds (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	% Hslds. Cov. Total Area
NY (cont.)										
BUFFALO (Erie) . . . **Over 50%:** Erie; **20 - 49%:** Niagara, Wyoming.	1,263.0	464.2	11,929,539	6,013,620	1,739,971	874,350	263,173	1,013,037	208,542	54.3
ELMIRA (Chemung) . . . **Over 50%:** Chemung; **20 - 49%:** Schuyler; PENN.: Tioga.	157.1	55.7	1,292,328	565,812	166,520	74,561	19,297	93,398	20,079	55.0
GLENS FALLS (Warren) . . . **Over 50%:** Warren, Washington.	112.7	39.2	932,213	539,260	178,024	41,002	14,449	64,498	15,922	64.7
JAMESTOWN (Chautauqua) . . . **20 - 49%:** Chautauqua.	148.0	54.5	1,263,711	645,292	141,715	90,330	27,503	126,649	19,449	48.1
NASSAU-SUFFOLK (Nassau) . . . **Over 50%:** Nassau, Suffolk.	2,637.4	846.1	32,117,345	14,018,485	3,319,033	1,615,996	772,182	1,704,247	322,682	56.5
NEW YORK (New York City, Rockland, Westchester) . . . **Over 50%:** New York City, Rockland, Westchester; **20 - 49%:** CONN.: Fairfield; N.J.: Bergen, Hudson, Passaic, Union; N.Y.: Dutchess, Nassau, Putnam, Suffolk.	14,139.2	5,296.4	155,581,784	62,243,897	16,151,277	7,252,185	3,297,232	6,522,104	1,499,254	55.9

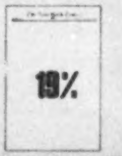
DOMINATION



When it comes to share of market of newspaper readership in Nassau-Suffolk, Long Island, there's simply no other word to describe Newsday's overwhelming leadership.

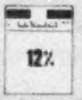


New York Daily News



The New York Times

Newsday



New York Post

Source: Belden Associates Long Island Study, 1982-1983 (adult readers)

S&MM's SURVEY OF NEWSPAPER MARKETS

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NY (cont.)										
NIAGARA FALLS (Niagara) . . . **20 - 49%:** Niagara.	226.9	82.7	2,076,667	1,029,221	274,850	150,924	37,301	175,359	33,849	33.5
OLEAN (Cattaraugus) . . . **20 - 49%:** Allegany, Cattaraugus; PENN.: McKean, Potter.	209.3	73.0	1,582,890	665,739	200,223	68,638	17,774	117,609	25,538	34.1
ORANGE COUNTY (Orange) . . . **Over 50%:** Orange; **20 - 49%:** Sullivan.	343.2	115.9	3,122,766	1,531,619	526,548	156,404	49,444	187,856	38,382	51.1
POUGHKEEPSIE (Dutchess) . . . **20 - 49%:** Dutchess.	254.1	86.2	2,710,198	1,150,822	370,360	143,917	36,190	130,872	20,905	44.4
ROCHESTER (Monroe) . . . **Over 50%:** Monroe; **20 - 49%:** Livingston, Ontario, Wayne.	943.0	345.0	10,168,337	4,684,378	1,172,969	519,031	201,019	822,420	152,508	67.4
SYRACUSE (Onondaga) . . . **Over 50%:** Onondaga; **20 - 49%:** Cayuga, Madison, Oswego.	730.3	260.9	7,020,598	3,405,281	1,048,593	298,757	144,474	582,957	160,950	66.4
UTICA-ROME (Oneida) . . . **Over 50%:** Oneida; **20 - 49%:** Herkimer.	317.6	113.7	2,761,579	1,408,607	424,814	155,214	49,057	189,754	65,067	56.1
WATERTOWN (Jefferson) . . . **Over 50%:** Jefferson; **20 - 49%:** Lewis, St. Lawrence.	230.2	77.7	1,664,314	968,757	283,273	84,470	34,690	163,126	53,204	50.9
NORTH CAROLINA										
ASHEVILLE (Buncombe) . . . **Over 50%:** Buncombe; **20 - 49%:** Haywood, Jackson, Macon, Madison, Swain, Transylvania, Yancey.	327.7	123.5	2,410,745	1,379,280	334,452	150,452	42,340	233,966	62,996	41.5
BURLINGTON (Alamance) . . . **Over 50%:** Alamance.	98.9	37.4	776,519	460,549	113,736	52,726	23,023	88,047	22,376	72.5
CHARLOTTE-GASTONIA-ROCK HILL (Mecklenburg, Gaston; S.C.: York) . . . **Over 50%:** N.C.: Gaston, Mecklenburg; S.C.: York; **20 - 49%:** N.C.: Lincoln, Stanly, Union; S.C.: Chester, Lancaster.	950.0	343.2	8,057,694	4,282,742	989,883	554,831	190,715	895,764	184,023	62.0

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*ABC Publishers Statement, March 31, 1983

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE **S&MM** NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1982 POPULATION 12/31/82 Total Pop. (Thous.)	Total Households (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
NC (cont.)										
FAYETTEVILLE (Cumberland) . . . **Over 50%:** Cumberland; **20 - 49%:** Hoke.	279.0	87.2	1,930,666	1,000,044	204,421	179,271	55,746	183,584	19,630	56.5
GREENSBORO-WINSTON-SALEM-HIGH POINT (Guilford, Forsyth) . . . **Over 50%:** Forsyth, Guilford; **20 - 49%:** Alleghany, Davidson, Davie, Montgomery, Randolph, Rockingham, Stokes, Surry, Yadkin.	1,056.6	393.7	8,819,459	4,823,410	1,061,683	527,295	273,567	946,744	214,392	57.8
HICKORY (Catawba) . . . **20 - 49%:** Catawba.	108.4	39.8	897,607	608,685	117,692	74,034	25,845	118,422	16,289	49.4
RALEIGH-DURHAM (Wake, Durham) . . . **Over 50%:** Durham, Wake; **20 - 49%:** Franklin, Granville, Johnston, Martin, Orange, Person, Warren, Washington.	784.4	285.0	6,636,565	3,235,841	736,350	412,714	144,147	564,916	102,715	57.3
WILMINGTON (New Hanover) . . . **Over 50%:** New Hanover, Pender; **20 - 49%:** Brunswick, Columbus.	223.4	81.3	1,653,208	940,392	234,409	122,437	37,884	167,224	36,009	49.2
NORTH DAKOTA										
BISMARCK (Burleigh) . . . **Over 50%:** Burleigh, Morton; **20 - 49%:** Adams, Emmons, Grant, Hettinger, Kidder, McLean, Mercer, Oliver, Sheridan, Sioux.	141.1	50.2	1,232,463	612,648	127,534	78,588	22,882	113,469	23,112	52.0
FARGO-MOORHEAD (Cass) . . . **Over 50%:** MINN.: Clay; N.D.: Cass, Ransom, Steele; **20 - 49%:** MINN.: Mahnomen, Norman, Wilkin; N.D.: Barnes, Dickey, Eddy, Foster, Griggs, La Moure, Nelson, Richland, Sargent, Traill, Wells.	262.8	96.4	2,307,924	1,314,643	248,841	135,135	52,322	225,214	46,489	48.4
GRAND FORKS (Grand Forks) . . . **Over 50%:** Grand Forks; **20 - 49%:** MINN.: Kittson, Marshall, Pennington, Polk, Red Lake, Roseau; N.D.: Cavalier, Nelson, Pembina, Walsh.	195.8	69.9	1,648,372	954,193	189,533	65,694	34,718	152,595	31,619	45.4
MINOT (Ward) . . . **Over 50%:** Bottineau, Burke, McHenry, Mountrail, Renville, Ward; **20 - 49%:** Divide, McLean, Pierce, Rolette, Wells.	133.6	47.0	1,142,417	627,538	127,633	58,679	16,636	128,720	20,816	55.4
OHIO										
AKRON (Summit, Portage) . . . **Over 50%:** Portage, Summit; **20 - 49%:** Medina.	776.3	278.7	7,339,259	3,609,383	1,020,590	425,378	110,613	510,569	128,655	61.4
CANTON (Stark) . . . **20 - 49%:** Carroll, Stark.	407.1	147.5	3,698,409	1,920,975	544,245	269,347	64,826	288,090	61,763	41.5
CINCINNATI (Hamilton) . . . **Over 50%:** KY.: Boone, Campbell, Kenton; OHIO: Hamilton; **20 - 49%:** IND.: Dearborn, Ohio, Ripley; KY.: Bracken, Gallatin, Grant, Pendleton; OHIO: Brown, Butler, Clermont.	1,673.2	609.0	15,837,095	7,477,317	1,982,171	1,111,494	286,991	980,726	254,869	51.5
CLEVELAND (Cuyahoga, Lake) . . . **Over 50%:** Cuyahoga, Lake; **20 - 49%:** Geauga.	1,730.4	658.1	17,517,457	8,644,282	2,075,581	1,348,983	325,640	1,256,858	396,632	53.5

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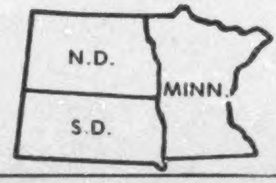
*1982 S&MM Survey of Buying Power Part II



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Akron Beacon Journal

Represented nationally by Knight-Ridder Newspaper Sales, Inc. Source: Simmons, 1982

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1982									% Hslds. Cov. Total Area
	POPULATION 12/31/82		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	
OH (cont.)										
COLUMBUS (Franklin) . . . **Over 50%:** Franklin; **20 - 49%:** Delaware, Fairfield, Licking, Madison, Pickaway, Union.	1,269.8	475.0	12,050,153	6,039,521	1,342,462	925,401	238,593	975,734	181,322	62.6
DAYTON-SPRINGFIELD (Montgomery, Clark) . . . **Over 50%:** Clark, Montgomery; **20 - 49%:** Champaign, Darke, Greene, Miami, Preble.	1,063.2	394.6	10,072,168	4,715,699	1,128,065	769,419	187,024	686,461	121,722	67.1
DOVER (Tuscarawas) . . . **Over 50%:** Tuscarawas.	86.8	32.2	723,008	344,571	93,035	46,137	16,067	46,839	10,188	74.8
FINDLAY (Hancock) . . . **Over 50%:** Hancock; **20 - 49%:** Putnam.	99.1	34.9	983,618	425,575	102,239	53,543	18,380	65,678	15,389	55.7
HAMILTON-MIDDLETOWN (Butler) . . . **20 - 49%:** Butler.	267.4	93.6	2,538,000	941,865	306,862	95,615	34,533	129,279	29,685	31.3
LIMA (Allen) . . . **Over 50%:** Allen; **20 - 49%:** Putnam.	146.7	51.0	1,197,837	658,622	146,708	129,952	22,673	83,604	24,665	65.9
LORAIN-ELYRIA (Lorain) . . . **Over 50%:** Lorain.	279.5	95.5	2,586,007	1,065,834	289,702	176,284	41,436	158,861	44,252	69.9

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OH (cont.)										
MANSFIELD (Richland) . . . **Over 50%:** Richland.	131.4	48.0	1,114,686	669,669	141,438	109,398	22,431	107,859	17,620	63.1
TOLEDO (Lucas) . . . **Over 50%:** Lucas; **20 - 49%:** Fulton, Henry, Ottawa, Wood.	689.7	251.8	6,452,187	3,276,230	813,897	467,018	117,640	451,992	131,800	57.6
WOOSTER (Wayne) . . . **Over 50%:** Wayne; **20 - 49%:** Holmes.	132.0	42.9	1,098,844	451,096	123,357	38,579	15,980	77,762	15,637	56.8
YOUNGSTOWN-WARREN (Mahoning, Trumbull) . . . **Over 50%:** Mahoning, Trumbull.	528.9	191.8	4,860,923	2,380,565	593,764	420,232	91,401	320,197	85,855	69.7
ZANESVILLE (Muskingum) . . . **Over 50%:** Muskingum; **20 - 49%:** Morgan, Perry.	132.2	47.2	993,659	426,153	121,067	48,632	12,440	62,094	11,926	51.8
OKLAHOMA										
ENID (Garfield) . . . **Over 50%:** Alfalfa, Garfield, Grant, Major; **20 - 49%:** Kingfisher, Woods.	114.4	44.3	1,115,058	620,350	149,800	50,913	27,510	150,698	26,859	62.6
LAWTON (Comanche) . . . **Over 50%:** Comanche; **20 - 49%:** Cotton.	122.2	39.8	1,014,660	470,767	116,653	66,936	25,729	110,609	7,535	77.7
OKLAHOMA CITY (Oklahoma) . . . **Over 50%:** Oklahoma; **20 - 49%:** Beaver, Beckham, Blaine, Caddo, Canadian, Cleveland, Custer, Dewey, Ellis, Garvin, Grady, Greer, Harmon, Harper, Hughes, Kingfisher, Kiowa, McClain, Murray, Noble, Roger Mills, Washita, Woods, Woodward.	1,142.8	438.8	11,397,683	6,105,391	1,482,836	666,383	275,358	1,397,394	134,489	52.2
TULSA (Tulsa) . . . **Over 50%:** Tulsa; **20 - 49%:** Craig, Creek, Mayes, Okmulgee, Osage, Rogers, Washington.	791.7	306.1	8,027,871	4,664,830	1,124,318	614,426	236,844	988,277	93,058	56.2
OREGON										
EUGENE-SPRINGFIELD (Lane) . . . **Over 50%:** Lane.	277.9	107.9	2,275,596	1,550,809	332,997	232,175	62,220	254,361	58,854	57.8
MEDFORD (Jackson) . . . **Over 50%:** Jackson.	140.4	53.1	1,059,943	801,075	178,932	91,576	32,247	120,648	18,218	51.0
PORTLAND (Multnomah) . . . **Over 50%:** Clackamas, Multnomah, Washington; **20 - 49%:** Clatsop, Columbia, Gilliam, Grant, Harney, Hood River, Jefferson, Lincoln, Sherman, Tillamook, Wasco, Yamhill, Skamania.	1,344.6	532.6	12,873,385	7,572,299	1,463,278	1.421,800	346,682	1,059,977	219,142	53.3
SALEM (Marion) . . . **Over 50%:** Marion; **20 - 49%:** Polk.	260.3	96.7	2,022,867	1,198,790	217,374	250,717	56,340	169,432	47,013	54.6

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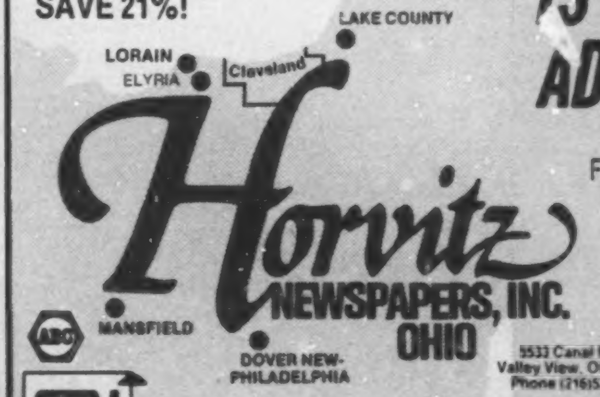

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S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1982 POPULATION 12/31/82 Total Pop. (Thous.)	Total Households (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
PENNSYLVANIA										
ALLENTOWN-BETHLEHEM (Lehigh, Northampton) . . . **Over 50%:** N.J.: Warren; PENN.: Lehigh, Northampton; **20 - 49%:** PENN.: Carbon.	647.8	241.1	6,448,926	3,103,184	779,951	388,910	140,514	472,886	78,149	78.1
ALTOONA (Blair) . . . **Over 50%:** Blair.	137.0	50.2	1,066,473	649,183	173,287	100,910	34,098	99,785	15,460	64.4
BEAVER COUNTY (Beaver) . . . **Over 50%:** Beaver.	203.1	73.4	2,002,386	797,883	218,589	150,386	28,888	112,065	21,038	65.9
BUTLER (Butler) . . . **Over 50%:** Butler.	153.7	53.0	1,326,977	613,527	135,543	58,767	23,876	119,270	14,127	55.4
ERIE (Erie) . . . **Over 50%:** Erie.	283.9	101.0	2,498,050	1,212,040	238,930	167,236	62,935	211,973	38,437	68.8
HARRISBURG-LEBANON-CARLISLE (Dauphin, Lebanon) . . . **Over 50%:** Dauphin, Lebanon; **20 - 49%:** Cumberland, Perry.	567.9	211.6	5,597,929	2,952,441	745,581	323,862	116,189	444,744	77,583	57.2
JOHNSTOWN (Cambria) . . . **Over 50%:** Cambria; **20 - 49%:** Somerset.	264.6	94.4	2,050,904	1,059,362	258,298	166,674	50,403	204,428	27,376	52.3
LANCASTER (Lancaster) . . . **Over 50%:** Lancaster.	374.1	131.3	3,377,917	1,672,019	407,374	163,902	101,731	264,635	41,728	72.1
PHILADELPHIA (Philadelphia, Bucks, Chester, Delaware, Montgomery; N.J.: Burlington, Camden, Gloucester) . . . **Over 50%:** N.J.: Burlington, Camden, Gloucester; PENN.: Bucks, Chester, Delaware, Montgomery, Philadelphia; **20 - 49%:** N.J.: Cape May, Salem.	4,841.3	1,733.4	47,570,342	21,559,079	5,253,222	2,449,055	943,153	3,265,556	556,564	66.6
PITTSBURGH (Allegheny, Fayette, Washington, Westmoreland) . . . **Over 50%:** Allegheny, Fayette, Washington, Westmoreland; **20 - 49%:** Armstrong, Greene.	2,301.8	870.7	22,805,617	10,583,631	2,469,693	1,564,771	468,297	1,911,704	272,781	67.1
POTTSVILLE (Schuylkill) . . . **20 - 49%:** Schuylkill.	160.4	61.3	1,194,635	492,622	123,782	69,907	17,375	81.883	17,876	45.5
READING (Berks) . . . **Over 50%:** Berks.	317.5	119.1	2,964,262	1,412,682	324,479	205,659	52,244	228,235	23,858	68.5
SCRANTON-WILKES-BARRE (Lackawanna, Luzerne) . . . **Over 50%:** Lackawanna; **20 - 49%:** Luzerne, Wayne, Wyoming.	634.5	235.1	5,100,740	2,421,194	673,339	303,912	91,232	365,119	70,391	57.7
SHARON (Mercer) . . . **Over 50%:** Mercer.	128.4	46.1	1,123,701	559,877	141,179	71,857	18,735	138,512	12,388	53.0
SUNBURY (Northumberland) . . . **Over 50%:** Snyder, Union; **20 - 49%:** Northumberland.	169.1	60.8	1,226,916	638,699	148,602	55,585	17,810	113,951	25,095	39.5
WILLIAMSPORT (Lycoming) . . . **Over 50%:** Lycoming.	119.9	43.6	985,969	496,321	143,216	50,125	21,300	110,397	13,072	69.1
YORK (York) . . . **Over 50%:** York.	324.0	119.1	3,087,206	1,342,316	356,256	178,062	64,890	204,363	27,860	72.8

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Volume III

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RHODE ISLAND										
PROVIDENCE-PAWTUCKET-WOONSOCKET (Providence) . . . **Over 50%:** Bristol, Kent, Providence; **20 - 49%:** Newport, Washington.	956.0	352.4	8,851,861	4,078,999	999,519	484,050	143,691	466,103	123,322	71.0
SOUTH CAROLINA										
ANDERSON (Anderson) . . . **20 - 49%:** GA.: Elbert, Franklin, Hart, Stephens; S.C.: Abbeville, Anderson, Oconee.	289.7	104.5	2,040,549	1,157,591	311,491	115,365	51,019	252,180	49,204	36.9
CHARLESTON (Charleston) . . . **Over 50%:** Charleston, Dorchester; **20 - 49%:** Berkeley, Colleton.	488.1	161.3	3,528,651	1,805,348	404,453	255,229	76,983	293,728	54,886	58.8
CHARLOTTE-GASTONIA-ROCK HILL (N.C.: Mecklenburg, Gaston; S.C.: York) . . . **Over 50%:** N.C.: Gaston, Mecklenburg; S.C.: York; **20 - 49%:** N.C.: Lincoln, Stanly, Union; S.C.: Chester, Lancaster.	950.0	343.2	8,057,694	4,282,742	989,883	554,831	190,715	895,764	184,023	62.0
COLUMBIA (Richland) . . . **Over 50%:** Lexington, Richland; **20 - 49%:** Barnwell, Fairfield, Kershaw, Newberry.	537.9	182.6	4,297,567	2,257,811	506,476	303,720	96,042	427,099	72,393	58.3
FLORENCE (Florence) . . . **Over 50%:** Florence; **20 - 49%:** Darlington.	179.5	59.7	1,167,201	710,376	157,161	87,717	27,563	118,313	24,415	45.9
GREENVILLE-SPARTANBURG (Greenville, Spartanburg) . . . **Over 50%:** Greenville, Spartanburg; **20 - 49%:** Cherokee, Laurens, Oconee, Pickens, Union.	768.0	272.2	5,820,961	3,294,966	768,336	393,039	122,624	605,418	130,409	51.2
SOUTH DAKOTA										
RAPID CITY (Pennington) . . . **Over 50%:** Pennington; **20 - 49%:** Butte, Custer, Fall River, Haakon, Jackson, Lawrence, Meade, Weston.	152.3	55.6	1,350,666	868,434	203,032	73,633	39,375	141,273	21,567	51.7
SIOUX FALLS (Minnehaha) . . . **Over 50%:** Minnehaha; **20 - 49%:** IA.: Lyon; MINN.: Rock; S.D.: Lake, Lincoln, McCook, Miner, Moody, Turner, Union.	200.6	74.6	1,849,227	1,078,203	182,807	125,702	38,019	184,471	52,305	46.8

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The Providence Journal-Bulletin

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Sources: Scarborough's National Newspaper Audience Ratings Study-Providence Market & ©S&MM 1983 Survey of Buying Power.

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TENNESSEE										
CHATTANOOGA (Hamilton) . . . **Over 50%:** Hamilton; **20 - 49%:** GA.: Catoosa, Dade, Walker; TENN.: Bledsoe, Marion, Rhea, Sequatchie.	473.0	171.0	3,776,700	1,946,816	489,550	308,959	73,870	271,723	59,514	53.8
JACKSON (Madison) . . . **Over 50%:** Madison; **20 - 49%:** Chester, Crockett, Gibson, Henderson.	177.0	65.3	1,267,772	663,334	183,891	110,160	22,407	101,620	20,743	41.8
JOHNSON CITY-KINGSPORT-BRISTOL (Washington, Sullivan; VA.: Washington) . . . **Over 50%:** TENN.: Sullivan, Washington; VA.: Scott, Washington; **20 - 49%:** TENN.: Carter, Hawkins, Johnson, Unicoi; VA.: Lee, Russell, Wise.	572.2	206.5	4,290,899	2,372,940	611,503	319,889	82,769	418,737	59,989	51.8
KNOXVILLE (Knox) . . . **Over 50%:** Knox, Sevier; **20 - 49%:** Anderson, Blount, Campbell, Claiborne, Grainger, Jefferson, Loudon, Monroe, Morgan, Roane, Union.	777.7	286.9	6,378,033	3,321,821	816,732	530,710	140,320	459,444	114,834	49.1
MEMPHIS (Shelby) . . . **Over 50%:** Shelby; **20 - 49%:** ARK.: Crittenden; MISS.: De Soto, Panola, Quitman, Tate, Tunica, Yalobusha; TENN.: Fayette, Lake, Tipton.	1,047.3	365.7	8,536,797	4,373,127	1,164,230	645,804	185,398	686,128	154,552	63.0
NASHVILLE (Davidson) . . . **Over 50%:** Davidson, Williamson; **20 - 49%:** Cheatham, Coffee, Dickson, Humphreys, Marshall, Robertson, Rutherford, Smith, Sumner, Trousdale, Wilson.	988.2	360.3	9,474,594	4,837,051	1,139,321	726,942	212,928	813,839	146,612	46.9

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TEXAS										
ABILENE (Taylor) . . . **Over 50%:** Taylor; **20 - 49%:** Callahan, Coleman, Eastland, Fisher, Haskell, Jones, Kent, Knox, Mitchell, Nolan, Runnels, Shackelford, Stephens, Stonewall, Throckmorton.	255.0	94.9	2,146,376	1,274,928	319,172	106,740	42,618	273,391	36,082	53.2
AMARILLO (Potter) . . . **Over 50%:** Oldham, Potter, Randall; **20 - 49%:** OKLA.: Cimarron; TEX.: Armstrong, Briscoe, Carson, Collingsworth, Dallam, Deaf Smith, Donley, Gray, Hall, Hansford, Hartley, Hemphill, Hutchinson, Lipscomb, Moore, Ochiltree, Roberts, Sherman, Swisher, Wheeler.	368.7	137.4	3.473,089	2,216,170	542,852	196,281	101,306	497,578	51,090	49.1
AUSTIN (Travis) . . . **Over 50%:** Travis; **20 - 49%:** Bastrop, Burnet, Caldwell, Hays, Lee, Llano, Williamson.	684.6	258.2	6,598,853	3,575,204	854,640	464,074	144,983	564,080	82,004	51.6
BEAUMONT-PORT ARTHUR (Jefferson) . . . **Over 50%:** Jefferson; **20 - 49%:** Hardin, Jasper, Newton, Orange, Sabine, Tyler.	462.1	166.4	4,462,751	2,606,985	652,058	304,863	105,733	513,346	63,996	41.9
BROWNSVILLE-HARLINGEN (Cameron) . . . **20 - 49%:** Cameron, Willacy.	250.2	71.5	1,507,848	950,245	276,235	156,694	70,745	135,465	17,182	27.3
CORPUS CHRISTI (Nueces) . . . **Over 50%:** Nueces; **20 - 49%:** Aransas, Brooks, Duval, Jim Wells, Kleberg, Refugio, San Patricio.	458.6	150.9	3,770,590	2,174,545	646,763	228,476	83,952	436,043	47,080	54.3
DALLAS (Dallas) . . . **Over 50%:** Dallas; **20 - 49%:** Collin, Denton, Ellis, Kaufman, Rockwall.	2,090.8	783.8	22,941,172	12,849,943	2,493,889	1,519,115	663,447	2,617,329	530,563	57.5
EL PASO (El Paso) . . . **20 - 49%:** Culberson, El Paso, Hudspeth.	526.4	158.6	3,598,209	2,193,525	533,295	324,634	142,830	385,111	82,001	49.2
FORT WORTH-ARLINGTON (Tarrant) . . . **Over 50%:** Tarrant; **20 - 49%:** Hood, Johnson, Palo Pinto, Parker, Wise.	1,113.7	410.7	11,465,414	6,440,910	1,143,165	854,178	245,245	1,514,136	308,795	52.5

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Fort Worth Star-Telegram

YOUR FIRST BUY IN AMERICA'S EIGHTH LARGEST MARKET.

[illegible] Fort Worth, Texas [illegible] Contact Sawyer Ferguson Walker [illegible] TOWMAR
Sources: March 31, 1983, ABC Audit Reports
S&MM 1983 Survey of Buying Power

NUMBER ONE IN CIRCULATION!

#1

EN THE SAN ANTONIO EXPRESS-NEWS

SOURCE:
ABC Newspaper
Publishers
Statement
March 31, 1983 -
First Quarter
Averages

DAILY EXPRESS & NEWS 164,388 36,445 LEAD

DAILY LIGHT 127,943

SUNDAY EXPRESS-NEWS 196,267 1,840 LEAD

SUNDAY LIGHT 194,427

Represented Nationally by Branham Newspaper Sales.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1982										% Hslds. Cov. Total Area
	POPULATION 12/31/82		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP							
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./Furnish./Appl. ($000)	Auto-motive ($000)	Drug ($000)		
TX (cont.)											
GALVESTON-TEXAS CITY (Galveston) . . . **20 - 49%:** Galveston.	205.4	74.6	2,195,458	1,104,255	350,686	87,182	22,815	210,300	26,854		37.0
HOUSTON (Harris) . . . **Over 50%:** Fort Bend, Harris; **20 - 49%:** Austin, Brazoria, Brazos, Colorado, Galveston, Grimes, Leon, Madison, Matagorda, Montgomery, Polk, Trinity, Walker, Waller, Washington, Wharton.	3,742.8	1,364.8	41,639,927	22,981,068	5,284,931	3,118,639	863,762	4,817,578	535,563		54.5
KILLEEN-TEMPLE (Bell) . . . **20 - 49%:** Bell, Milam.	193.8	66.7	1,504,414	849,388	199,588	91,856	27,601	206,086	14,820		34.9
LONGVIEW-MARSHALL (Gregg) . . . **Over 50%:** Gregg; **20 - 49%:** Upshur.	140.1	51.4	1,341,969	900,461	220,781	93,183	42,931	178,107	25,648		54.6
LUBBOCK (Lubbock) . . . **Over 50%:** Lubbock; **20 - 49%:** Bailey, Borden, Cochran, Cottle, Crosby, Dawson, Dickens, Floyd, Gaines, Garza, Hale, Hockley, Lamb, Lynn, Motley, Terry, Yoakum.	413.4	144.2	3,316,707	2,200,169	516,665	206,853	102,501	540,239	51,400		46.2
ODESSA (Ector) . . . **Over 50%:** Ector; **20 - 49%:** Andrews, Crane, Upton, Ward, Winkler.	174.6	62.5	1,863,360	1,150,736	282,689	157,397	42,186	236,821	15,647		51.7
SAN ANGELO (Tom Green) . . . **Over 50%:** Coke, Irion, Menard, Schleicher, Sterling, Tom Green; **20 - 49%:** Concho, Crockett, Glasscock, Kimble, McCulloch, Mason, Reagan, Runnels, Sutton, Terrell, Upton.	156.4	57.2	1,370,943	894,816	219,586	82,459	27,355	242,358	13,212		56.7

S&MM'S FOUR SURVEY ISSUES

Each year *Sales & Marketing Management* publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographic markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

Survey of Industrial & Commercial Buying Power, published in April, provides data on 4-digit SIC industries, both manufacturing and nonmanufacturing, as well as ranking of leading counties for the more than 400 customer industries listed that buy goods and services from consumer and industrial establishments.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1982: POPULATION 12/31/82		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds. Cov. Total Area
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
TX (cont.)										
SAN ANTONIO (Bexar) . . . **Over 50%:** Bexar; **20 - 49%:** Atascosa, Bandera, Comal, Frio, Guadalupe, Karnes, Kendall, Kerr, Medina, Uvalde, Wilson.	1,304.2	440.3	10,874,716	6,067,110	1,521,669	827,755	231,080	1,050,963	117,931	59.9
TEXARKANA (Bowie; ARK.: Miller) . . . **Over 50%:** ARK.: Miller; TEX.: Bowie; **20 - 49%:** ARK.: Little River.	130.6	47.7	977,702	629,348	183,438	74,702	19,507	109,072	16,261	52.2
TYLER (Smith) . . . **Over 50%:** Smith; **20 - 49%:** Van Zandt, Wood.	201.1	74.4	1,885,426	1,047,603	257,086	125,189	52,723	191,215	24,133	49.5
VICTORIA (Victoria) . . . **Over 50%:** Goliad, Victoria; **20 - 49%:** Calhoun, De Witt, Jackson, Lavaca, Refugio.	162.2	57.3	1,448,713	851,087	213,927	84,007	32,216	181,421	24,231	54.7
WACO (McLennan) . . . **Over 50%:** McLennan; **20 - 49%:** Bosque, Limestone.	214.4	79.7	1,776,814	1,120,001	295,579	113,522	43,200	239.755	34,849	54.5
WICHITA FALLS (Wichita) . . . **Over 50%:** Wichita; **20 - 49%:** Archer, Baylor, Clay, Foard, Hardeman, Jack, Knox, Montague, Throckmorton, Young.	207.7	78.1	1,865,448	1,073,124	251,430	119,134	47,454	223,098	25,432	59.2
UTAH										
PROVO-OREM (Utah) . . . **20 - 49%:** Juab, Utah.	248.0	67.1	1,482,244	787,718	187,707	127,766	42,995	143,180	22,874	46.2
SALT LAKE CITY-OGDEN (Salt Lake, Weber) . . . **Over 50%:** Box Elder, Davis, Morgan, Salt Lake, Weber; **20 - 49%:** Beaver, Carbon, Juab, Millard, Sanpete, Sevier, Summit, Tooele, Wasatch, Uinta.	1,157.3	372.5	9,238,614	4,930,436	1,107,049	839,482	280,955	883,076	111,017	58.2
VERMONT										
BURLINGTON (Chittenden) . . . **Over 50%:** Chittenden; **20 - 49%:** Addison, Franklin, Grand Isle, Lamoille.	206.0	71.0	1,735,189	992,782	243,830	113,582	45,310	107,785	24,939	60.1
VIRGINIA										
CHARLOTTESVILLE (Albemarle) . . . **Over 50%:** Albemarle; **20 - 49%:** Fluvanna, Greene, Madison, Orange.	149.5	53.6	1,249,872	645,474	160,063	65,113	24,365	95,615	25,350	51.4
FREDERICKSBURG (Spotsylvania) . . . **Over 50%:** King George, Spotsylvania, Stafford; **20 - 49%:** Caroline.	130.5	42.6	1,042,852	494,741	131,081	58,908	16,276	75,515	15,432	63.0
HARRISONBURG (Rockingham) . . . **Over 50%:** Rockingham; **20 - 49%:** Page, Pendleton.	107.9	37.3	748,197	411,687	112,895	36,105	18,925	58,687	14,144	65.0

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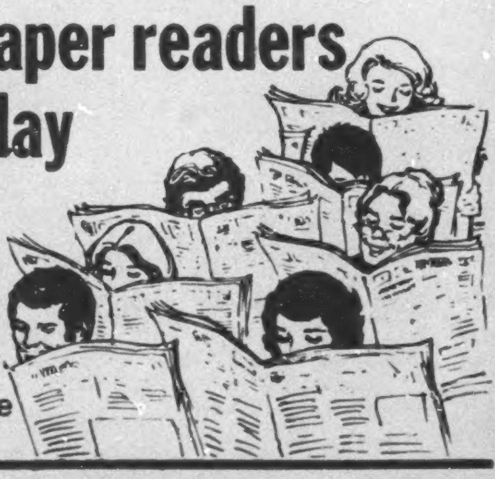

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1982										% Hslds. Cov. Total Area
	POPULATION 12/31/82		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP							
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)		
VA (cont.)											
JOHNSON CITY-KINGSPORT-BRISTOL (TENN.: Washington, Sullivan; VA.: Washington) . . . **Over 50%:** TENN.: Sullivan, Washington; VA.: Scott, Washington; **20 - 49%:** TENN.: Carter, Hawkins, Johnson, Unicoi; VA.: Lee, Russell, Wise.	572.2	206.5	4,290,899	2,372,940	611,503	319,889	82,769	418,737	59,989		51.8
LYNCHBURG (Campbell) . . . **Over 50%:** Amherst, Campbell; **20 - 49%:** Appomattox.	157.7	54.9	1,244,009	753,925	184,449	95,325	31,274	137,018	35,825		63.2
NORFOLK-VIRGINIA BEACH-NEWPORT NEWS (Norfolk, Newport News) . . . **Over 50%:** Gloucester, Isle of Wight, Newport News, Norfolk, Suffolk, Virginia Beach, York; **20 - 49%:** N.C.: Currituck, Dare, Gates; VA.: James City, Mathews, Middlesex, Northampton, Southampton, Surry.	1,318.1	454.7	11,231,200	6,184,347	1,388,580	787,654	305,571	1,105,874	170,027		70.1
RICHMOND-PETERSBURG (Henrico) . . . **Over 50%:** Chesterfield, Hanover, Henrico; **20 - 49%:** Amelia, Brunswick, Charles City, Cumberland, Dinwiddie, Essex, Goochland, Greensville, King and Queen, King William, Lancaster, Louisa, Lunenburg, Mecklenburg, Middlesex, New Kent, Northumberland, Nottoway, Powhatan, Prince Edward, Prince George, Richmond.	985.2	354.8	8,655,499	4,914,371	1,[illegible]4,602	688,721	200,455	823,794	187,406		63.7
ROANOKE (Roanoke) . . . **Over 50%:** Botetourt, Roanoke; **20 - 49%:** Alleghany, Bedford, Craig, Floyd, Franklin, Giles, Montgomery, Pulaski, Rockbridge, Wythe.	541.7	194.[illegible]	4,232,360	2,439,982	613,667	289,386	95,432	403,064	84,448		54.5
WASHINGTON (D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Fairfax) . . . **Over 50%:** D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Arlington, Fairfax; **20 - 49%:** MD.: Calvert, Charles, Howard; VA.: Fauquier, Loudoun, Prince William.	3,444.5	1,281.5	42,757,935	19,597,455	4,164,558	2,668,366	811,315	3,290,195	861,906		65.1
WASHINGTON											
BREMERTON (Kitsap) . . . **Over 50%:** Kitsap.	159.6	58.5	1,615,227	632,917	192,675	63,450	19,733	78,328	48,504		59.6
LONGVIEW (Cowlitz) . . . **Over 50%:** Cowlitz, Wahkiakum.	85.6	32.5	809,461	357,487	93,352	51,238	10,979	56,566	15,149		69.6
OLYMPIA (Thurston) . . . **20 - 49%:** Thurston.	137.3	52.6	1,352,162	567,400	165,495	57,322	28,686	72,445	24,936		47.2
RICHLAND-KENNEWICK-PASCO (Benton, Franklin) . . . **Over 50%:** Benton, Franklin; **20 - 49%:** Adams.	172.9	62.8	1,939,591	1,011,241	261,664	109,949	30,623	138,858	66,562		56.3

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S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1982									% Hslds. Cov. Total Area
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	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	
WA (cont.)										
SEATTLE (King, Snohomish) . . . **Over 50%:** King, Snohomish; **20 - 49%:** Island, Jefferson, Skagit.	1,787.5	703.0	21,017,683	10,535,423	2,453,574	1,163,817	442,142	1,357,294	416,531	66.6
SPOKANE (Spokane) . . . **Over 50%:** Lincoln, Spokane; **20 - 49%:** IDA.: Benewah, Bonner, Boundary, Kootenai, Shoshone; WASH.: Adams, Ferry, Pend Oreille, Stevens, Whitman.	592.7	220.8	4,831,063	2,528,145	649,44[illegible]	267,450	99,740	373,845	99,050	54.3
TACOMA (Pierce) . . . **Over 50%:** Pierce.	507.8	187.7	4,363,812	2,244,598	497,128	287,722	91,302	369,633	77,459	53.4
VANCOUVER (Clark) . . . **Over 50%:** Clark.	205.6	75.4	1,942,643	727,407	183,640	104,987	18,292	88,341	32,650	59.5
WENATCHEE (Chelan) . . . **Over 50%:** Chelan, Douglas; **20 - 49%:** Grant, Okanogan.	151.1	57.7	1,263,237	688,628	214,754	45,387	18,637	84,831	41,512	47.1
YAKIMA (Yakima) . . . **Over 50%:** Yakima.	179.3	65.2	1,403,752	835,058	199,579	95,861	32,847	137,571	32,822	55.8
WEST VIRGINIA										
BECKLEY (Raleigh) . . . **Over 50%:** Raleigh; **20 - 49%:** Fayette, Summers, Wyoming.	203.6	70.8	1,398,554	922,314	268,121	114,171	36,481	182,126	31,196	41.5
BLUEFIELD (Mercer) . . . **Over 50%:** Mercer; **20 - 49%:** VA.: Bland, Tazewell.	135.7	48.2	953,285	785,689	234,814	78,726	28,189	170,639	20,243	46.9
CHARLESTON (Kanawha) . . . **Over 50%:** Kanawha; **20 - 49%:** Boone, Braxton, Clay, Fayette, Jackson, Nicholas, Pocahontas, Putnam, Roane.	470.3	171.4	3,922,597	2,399,457	610,266	348,223	73,510	519,489	81,439	56.5
CLARKSBURG (Harrison) . . . **Over 50%:** Harrison; **20 - 49%:** Doddridge, Lewis.	105.1	38.5	763,173	466,787	129,321	44,955	20,298	112,002	16,180	56.3
HUNTINGTON-ASHLAND (Cabell) . . . **Over 50%:** Cabell; **20 - 49%:** OHIO: Lawrence; W.VA.: Wayne.	219.4	80.4	1,673,250	1,025,206	264,232	132,268	51,246	159,694	44,078	47.0
PARKERSBURG-MARIETTA (Wood) . . . **Over 50%:** Wirt, Wood; **20 - 49%:** Pleasants, Ritchie.	119.9	43.7	955,129	697,508	156,701	143,542	22,720	143,108	16,982	67.6
WHEELING (Ohio) . . . **Over 50%:** Marshall, Ohio; **20 - 49%:** OHIO: Belmont; W.VA.: Brooke, Wetzel.	237.9	87.6	1,993,138	1,083,979	283,834	148,398	52,335	185,219	38,704	46.9
WISCONSIN										
APPLETON-OSHKOSH-NEENAH (Outagamie, Winnebago) . . . **Over 50%:** Outagamie, Winnebago; **20 - 49%:** Calumet, Green Lake, Waupaca, Waushara.	378.2	135.4	3,267,681	1,493,705	362,300	190,044	59,918	225,222	45,236	57.9
EAU CLAIRE (Eau Claire) . . . **Over 50%:** Eau Claire; **20 - 49%:** Buffalo, Chippewa, Dunn, Pepin.	193.3	67.3	1,452,791	790,887	146,107	130,084	27,274	115,810	28,694	41.9
GREEN BAY (Brown) . . . **Over 50%:** Brown; **20 - 49%:** Door, Kewaunee, Oconto.	256.1	91.9	2,156,197	1,058,005	251,007	167,395	49,09[illegible]	142,398	28,663	58.2
JANESVILLE-BELOIT (Rock) . . . **20 - 49%:** Rock, Walworth.	215.5	78.1	1,753,554	917,009	235,770	136,805	27,591	107,543	28,222	36.8
KENOSHA (Kenosha) . . . **Over 50%:** Kenosha.	124.1	44.9	1,212,768	423,304	118,741	60,668	13,877	39,121	10,609	65.7
LA CROSSE (La Crosse) . . . **Over 50%:** La Crosse; **20 - 49%:** MINN.: Houston; WIS.: Monroe, Vernon.	175.2	62.5	1,372,767	702,232	146,624	90,341	29,875	84,014	21,171	50.1
MADISON (Dane) . . . **Over 50%:** Dane; **20 - 49%:** Columbia, Grant, Green, Iowa, Juneau, Lafayette, Richland, Sauk.	[illegible]82.2	218.8	5,222,941	2,745,472	560,205	260,138	134,504	360,213	74,359	43.6

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S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1982										
	POPULATION 12/31/82		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP							
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
WI (cont.)										
MILWAUKEE (Milwaukee) . . . **Over 50%:** Milwaukee, Ozaukee, Waukesha; **20 - 49%:** Price, Washington.	1,417.8	524.4	13,986,871	6,802,155	1,680,002	1,019,461	308,440	880,561	251,102	75.2
RACINE (Racine) . . . **Over 50%:** Racine.	174.1	61.8	1,632,406	679,389	188,469	84,650	29,305	87,880	23,755	57.9
SHEBOYGAN (Sheboygan) . . . **Over 50%:** Sheboygan.	102.4	36.7	921,039	408,777	118,519	69,626	10,108	51,145	16,160	72.0
WAUSAU (Marathon) . . . **Over 50%:** Marathon; **20 - 49%:** Lincoln.	142.7	50.5	1,135,287	507,931	137,010	63,254	19,371	67,926	11,811	53.9
WYOMING										
CASPER (Natrona) . . . **Over 50%:** Natrona; **20 - 49%:** Converse, Hot Springs, Johnson, Niobrara, Sublette, Weston.	123.1	44.8	1,318,114	911,558	202,617	54,663	47,952	186,440	22,540	54.7

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Section E

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

S&MM's

21st Annual Survey of TV Markets

S&MM's SURVEY OF TELEVISION MARKETS

	S&MM ESTIMATES 1982												
	POPULATION—12/31/82										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thousands)								
STATE S&MM/ARBITRON TV MARKET (ADI)	Total Pop. (Thous.)	Total Households (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	Buying Power Index
ALABAMA													
ANNISTON	122.4	42.2	21.3	1.1	17.9	11.6	20.3	20.0	20.1	28.8	906,828	494,060	.0449
BIRMINGHAM	1,336.4	484.6	323.9	8.8	196.8	127.9	159.8	220.0	226.9	362.4	10,167,509	5,583,408	.5008
DOTHAN	275.4	96.3	57.6	3.1	43.3	27.5	33.4	43.9	47.4	70.8	1,848,750	1,003,301	.0936
HUNTSVILLE-DECATUR-FLORENCE	688.8	247.0	83.8	5.0	101.0	71.2	85.5	109.5	130.2	170.9	5,269,180	2,742,980	.2554
MOBILE-PENSACOLA	1,151.0	400.3	262.8	15.3	183.4	119.7	152.5	190.2	202.6	262.9	9,183,056	4,854,812	.4425
MONTGOMERY	491.7	170.9	185.3	4.8	77.0	50.0	63.1	75.1	80.8	129.5	3,370,588	1,841,544	.1699
SELMA	52.8	17.7	28.7	.6	9.2	6.2	6.4	7.5	8.0	13.6	285,223	201,617	.0166
TUSCALOOSA	142.2	50.0	38.5	1.2	20.2	12.3	26.7	23.7	22.4	32.6	1,015,239	602,212	.0521
ARIZONA													
PHOENIX	2,124.4	775.7	59.7	286.8	314.1	199.5	275.6	360.0	356.0	547.2	18,575,892	9,230,723	.8617
TUCSON	725.9	248.4	20.7	173.2	103.8	66.6	100.3	126.6	118.7	186.3	5,851,128	3,056,240	.2801
ARKANSAS													
FT. SMITH	354.8	130.5	9.4	2.9	51.4	33.9	46.9	55.7	60.5	95.1	2,630,012	1,719,679	.1377
JONESBORO	183.2	68.2	3.7	1.1	25.6	17.3	21.9	26.3	30.9	55.9	1,165,410	765,669	.0635
LITTLE ROCK	1,239.0	451.9	221.0	9.0	183.5	118.2	148.0	195.4	207.5	346.8	9,200,000	5,294,842	.4628

(continued on page 164)

ALPHABETICAL LISTING OF S&MM TV MARKETS

With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

ABILENE-SWEETWATER, TEX.— Brown 11.9, Callahan 3.9, Coke 1.1, Coleman 3.8, Concho 1.0, Eastland 7.1, Fisher 1.9, Haskell 2.6, Jones 5.8, Kimble 1.4, King 0.2, McCulloch 3.1, Menard 0.8, Mitchell 3.0, Nolan 5.8, Runnels 4.0, Shackelford 1.4, Stephens 3.8, Sterling 0.3, Stonewall 0.9, Taylor 36.3. Tot. Hshlds.: 114,300.

ALBANY, GA.— Atkinson 1.6, Baker 0.8, Ben Hill 4.8, Berrien 3.9, Coffee 7.4, Colquitt 10.1, Cook 3.7, Crisp 5.5, Dougherty 27.5, Irwin 2.6, Lanier 1.6, Lee 3.3, Mitchell 5.4, Telfair 3.2, Tift 9.1, Turner 2.4, Wilcox 2.1, Worth 4.8. Tot. Hshlds.: 126,800.

ALBANY-SCHENECTADY-TROY, N.Y.— MASS.: Berkshire 11.2; N.Y.: Albany 23.2, Columbia 4.6, Fulton 4.4, Greene 3.4, Hamilton 0.4, Montgomery 4.2, Rensselaer 11.4, Saratoga 11.9, Schenectady 11.8, Schoharie 2.2, Warren 4.3, Washington 3.9; VT.: Bennington 2.7. Tot. Hshlds.: 478,700.

ALBUQUERQUE, N.M.— ARIZ.: Apache (northern portion) 2.9; COLO.: Archuleta 0.4, Conejos 0.8, Costilla 0.3, La Plata 2.7, Mineral 0.1, Montezuma 1.5, Rio Grande 0.9; N.M.: Bernalillo 42.3, Catron 0.3, Cibola 2.5, Colfax 1.3, Grant 2.4, Guadalupe 0.4, Harding 0.1, Lincoln 1.2, Los Alamos 1.7, McKinley 4.2, Mora 0.4, Otero 3.9, Rio Arriba 2.5, Sandoval 3.2, San Juan 7.5, San Miguel 1.9, Santa Fe 7.4, Sierra 1.0, Socorro 1.1, Taos 1.9, Torrance 0.7, Valencia 3.1. Tot. Hshlds.: 388,700.

ALEXANDRIA, LA.— Avoyelles 16.8, Grant 7.4, Rapides 65.9, Vernon 13.9. Tot. Hshlds.: 85,300.

ALEXANDRIA, MINN.— Beltrami 17.4, Cass 12.8, Douglas 17.6, Grant 4.3, Hubbard 8.9, Pope 7.2, Stevens 6.2, Todd 14.5, Traverse 2.9, Wadena 8.1. Tot. Hshlds.: 62,000.

ALPENA, MICH.— Alcona 25.3, Alpena 74.7. Tot. Hshlds.: 15,900.

AMARILLO, TEX.— KANS.: Morton 0.7; N.M.: Curry 8.5, Quay 2.3, Union 0.9; OKLA.: Cimarron 0.8, Roger Mills 1.1, Texas 3.7; TEX.: Armstrong 0.4, Briscoe 0.6, Carson 1.3, Castro 1.9, Childress 1.6, Collingsworth 1.0, Cottle 0.7, Dallam 1.4, Deaf Smith 3.8, Donley 0.9, Gray 5.9, Hall 1.2, Hansford 1.3, Hartley 0.6, Hemphill 1.2, Hutchinson 5.8, Lipscomb 0.8, Moore 3.3, Ochiltree 2.0, Oldham 0.4, Parmer 2.0, Potter 22.3, Randall 17.0, Roberts 0.2, Sherman 0.6, Swisher 1.8, Wheeler 1.7. Tot. Hshlds.: 179,200.

ANNISTON, ALA.— Calhoun 100.0. Tot. Hshlds.: 42,200.

ARDMORE-ADA, OKLA.— Atoka 6.6, Bryan 17.6, Carter 24.9, Choctaw 9.2, Coal 3.3, Johnston 5.9, Marshall 6.9, Pontotoc 18.7, Pushmataha 7.0. Tot. Hshlds.: 66,700.

ATLANTA, GA.— ALA.: Cherokee 0.8, Cleburne 0.4; GA.: Banks 0.2, Barrow 0.7, Bartow 1.3, Butts 0.4, Carroll 1.8, Chattooga 0.7, Cherokee 1.7, Clarke 2.5, Clayton 5.1, Cobb 11.0, Coweta 1.3, Dawson 0.2, De Kalb 16.6, Douglas 1.8, Fayette 1.0, Floyd 2.7, Forsyth 1.0, Fulton 20.5, Gilmer 0.4, Gordon 1.0, Greene 0.3, Gwinnett 6.0, Habersham 0.8, Hall 2.5, Haralson 0.6, Heard 0.2, Henry 1.2, Jackson 0.8, Jasper 0.3, Lamar 0.4, Lumpkin 0.3, Meriwether 0.6, Monroe 0.5, Morgan 0.3, Newton 1.1, Oconee 0.4, Oglethorpe 0.3, Paulding 0.9, Pickens 0.4, Pike 0.3, Polk 1.1, Putnam 0.3, Rockdale 1.2, Spalding 1.5, Towns 0.2, Troup 1.7, Union 0.3, Upson 0.9, Walton 1.0, White 0.3; N.C.: Clay 0.2. Tot. Hshlds.: 1,114,800.

AUGUSTA, GA.— Burke 3.2, Columbia 7.5, Emanuel 3.6, Glascock 0.4, Hancock 1.4, Jefferson 3.2, Jenkins 1.4, Lincoln 1.0, McDuffie 3.4, Richmond 31.4, Screven 2.5, Taliaferro 0.4, Warren 1.0, Washington 3.2, Wilkes 1.9; S.C.: Aiken 19.4, Allendale 1.8, Bamberg 2.9, Barnwell 3.4, Edgefield 2.9, McCormick 1.2, Saluda 2.8. Tot. Hshlds.: 201,800.

AUSTIN, TEX.— Bastrop 3.7, Blanco 0.8, Burnet 3.0, Caldwell 2.9, Fayette 3.0, Hays 5.3, Lee 1.6, Llano 1.8, Mason 0.6, Travis 66.5, Williamson 10.8. Tot. Hshlds.: 255,800.

BAKERSFIELD, CALIF.— Kern (western portion) 100.0. Tot. Hshlds.: 130,800.

BALTIMORE, MD.— Anne Arundel 15.4, Baltimore 29.1, Baltimore city 32.2, Caroline 1.0, Carroll 4.0, Cecil 2.4, Dorchester 1.3, Harford 5.9, Howard 5.6, Kent 0.7, Queen Anne's 1.1, Talbot 1.2. Tot. Hshlds.: 854,800.

BANGOR, MAINE— Hancock 15.0, Penobscot 43.2, Piscataquis 5.9, Somerset 14.5, Waldo 9.5, Washington 11.8. Tot. Hshlds.: 118,-100.

BATON ROUGE, LA.— Ascension 6.9, Assumption 2.8, East Baton Rouge 50.7, East Feliciana 2.2, Iberville 4.1, Livingston 8.8, Pointe Coupee 3.4, St. Helena 1.3, St. Mary 8.6, West Baton Rouge 2.4, West Feliciana 1.0; MISS.: Amite 1.8, Wilkinson 1.3. Tot. Hshlds.: 245,100.

BEAUMONT-PORT ARTHUR, TEX.— Hardin 8.8, Jasper 6.8, Jefferson 53.5, Newton 2.9, Orange 17.8, Sabine 2.1, San Augustine 2.0, Tyler 3.5. Tot. Hshlds.: 166,800.

BEND, ORE.— Deschutes 100.0. Tot. Hshlds.: 25,800.

BILLINGS-HARDIN, MONT.— Big Horn 4.3, Carbon 4.6, Custer 6.8, Garfield 0.8, Golden Valley 0.5, Musselshell 2.3, Park 7.0, Petroleum 0.3, Rosebud 4.8, Stillwater 2.7, Sweet Grass 1.7, Treasure 0.5, Wheatland 1.2, Yellowstone 58.8; WYO.: Big Horn 5.6. Tot. Hshlds.: 78,700.

BILOXI-GULFPORT-PASCAGOULA, MISS.— Harrison 94.6, Stone 5.4. Tot. Hshlds.: 58,800.

BINGHAMTON, N.Y.— Broome 51.4, Chenango 11.5, Delaware 11.3, Tioga 11.5; PA.: Bradford 14.7. Tot. Hshlds.: 154,300.

BIRMINGHAM, ALA.— Bibb 1.2, Blount 2.8, Chilton 2.4, Clay 1.0, Coosa 0.9, Cullman 4.8, Etowah 7.9, Fayette 1.4, Greene 0.7, Hale 1.0, Jefferson 52.2, Marion 2.4, Perry 0.9, St. Clair 3.2, Shelby 5.1, Talladega 5.2, Walker 5.2, Winston 1.7. Tot. Hshlds.: 484,800.

BLUEFIELD-BECKLEY-OAK HILL, W.VA.— VA.: Tazewell 13.1; W.VA.: Fayette 15.0, Greenbrier 10.1, McDowell 11.6, Mercer 18.8, Monroe 3.3, Raleigh 23.1, Summers 3.9. Tot. Hshlds.: 139,700.

BOISE, IDA.— Ada 46.0, Adams 0.8, Boise 1.0, Camas 0.2, Canyon 20.4, Elmore 4.9, Gem 3.0, Gooding 3.1, Owyhee 1.9, Payette 4.1, Valley 1.5, Washington 2.2; ORE.: Grant 2.2, Malheur 6.7. Tot. Hshlds.: 148,400.

BOSTON, MASS.— Barnstable 3.4, Essex 12.1, Middlesex 25.0, Nantucket 0.1, Norfolk 11.0, Plymouth 7.4, Suffolk 12.8, Worcester 12.0; N.H.: Belknap 0.9, Cheshire 1.2, Hillsborough 5.3, Merrimack 1.9, Rockingham 3.8, Strafford 1.6, Sullivan 0.7; VT.: Windham 0.8. Tot. Hshlds.: 1,855,000.

BOWLING GREEN, KY.— Adair 11.1, Edmonson 6.7, Hart 11.3, Metcalfe 6.9, Russell 10.8, Warren 53.2. Tot. Hshlds.: 50,600.

BRISTOL-KINGSPORT-JOHNSON CITY, TENN.— KY.: Letcher 4.1; TENN.: Carter 7.1, Greene 7.4, Hawkins 6.1, Johnson 1.9, Sullivan 20.4, Unicoi 2.3, Washington 12.4; VA.: Bristol city 2.8, Buchanan 4.7, Dickenson 2.6, Lee 3.5, Norton city 0.7, Russell 4.4, Scott 3.3, Smyth 4.4, Washington 6.2, Wise 5.8. Tot. Hshlds.: 266,100.

BUFFALO, N.Y.— Allegany 2.7, Cattaraugus 4.8, Chautauqua 8.5, Erie 57.2, Genesee 3.2, Niagara 12.9, Orleans 2.1, Wyoming 2.1; PA.: McKean 2.9, Potter 1.0, Warren 2.7. Tot. Hshlds.: 643,200.

BURLINGTON-PLATTSBURGH, VT.— N.H.: Grafton 10.4; N.Y.: Clinton 11.1, Essex 5.7, Franklin 6.5; VT.: Addison 4.2, Caledonia 4.0, Chittenden 17.6, Franklin 5.0, Grand Isle 0.7, Lamoille 2.7, Orange 3.5, Orleans 3.5, Rutland 9.0, Washington 8.1, Windsor 8.4. Tot. Hshlds.: 228,900.

CASPER-RIVERTON, WYO.— Converse 9.7, Fremont 24.8, Hot Springs 3.9, Johnson 4.4, Natrona 51.1, Washakie 6.2. Tot. Hshlds.: 64,900.

CEDAR RAPIDS-WATERLOO-DUBUQUE, IOWA— Allamakee 1.6, Benton 2.8, Black Hawk 15.3, Bremer 2.7, Buchanan 2.5, Butler 2.0, Cedar 2.2, Chickasaw 1.7, Clayton 2.4, Delaware 2.0, Dubuque 9.6, Fayette 2.9, Grundy 1.7, Iowa 1.8, Jefferson 1.8, Johnson 9.8, Jones 2.2, Keokuk 1.5, Linn 19.7, Tama 2.1, Washington 2.3, Winneshiek 2.3; WISC.: Crawford 1.8, Grant 5.4. Tot. Hshlds.: 326,-300.

CHARLESTON, S.C.— Berkeley 18.0, Charleston 50.7, Colleton 5.8, Dorchester 11.5, Georgetown 7.7, Williamsburg 6.3. Tot. Hshlds.: 187,700.

CHARLESTON-HUNTINGTON, W.VA.— KY.: Boyd 3.9, Carter 1.6, Elliott 0.4, Floyd 3.3, Greenup 2.5, Johnson 1.6, Knott 1.1, Lawrence 0.9, Lewis 0.9, Magoffin 0.9, Martin 0.9, Morgan 0.9, Pike 5.4; OHIO: Athens 3.5, Gallia 2.1, Jackson 2.1, Lawrence 4.4, Meigs 1.7, Pike 1.6, Scioto 5.8, Vinton 0.8, Washington 4.4; W.VA.: Boone 2.0, Cabell 7.6, Calhoun 0.6, Clay 0.7, Jackson 1.7, Kanawha 16.5, Lincoln 1.5, Logan 3.2, Mason 1.9, Mingo 2.3, Nicholas 1.9, Putnam 2.7, Roane 1.0, Wayne 3.1, Wirt 0.3, Wyoming 2.2. Tot. Hshlds.: 533,-900.

CHARLOTTE, N.C.— Alexander 1.5, Anson 1.4, Ashe 1.3, Avery 0.8, Burke 4.3, Cabarrus 5.1, Caldwell 3.8, Catawba 6.2, Cleveland 4.7, Gaston 9.2, Iredell 4.8, Lincoln 2.5, Mecklenburg 24.7, Richmond 2.7, Rowan 5.9, Stanly 2.9, Union 3.9, Watauga 1.8; S.C.: Chester 1.6, Chesterfield 2.1, Lancaster 2.9, York 5.9. Tot. Hshlds.: 641,800.

CHATTANOOGA, TENN.— ALA.: Jackson 5.6; GA.: Catoosa 4.7, Dade 1.5, Fannin 2.0, Murray 2.6, Walker 7.1, Whitfield 8.3; N.C.: Cherokee 2.0; TENN.: Bledsoe 1.1, Bradley 8.7, Grundy 1.7, Hamilton 37.7, McMinn 5.4, Marion 3.1, Meigs 0.9, Polk 1.7, Rhea 3.1, Sequatchie 1.1. Tot. Hshlds.: 287,200.

CHEYENNE, WYO.— NEB.: Banner 0.6, Dawes 3.0, Morrill 4.8, Scotts Bluff 29.0; WYO.: Goshen 9.2, Laramie 54.5. Tot. Hshlds.: 66,100.

CHICAGO, ILL.— Cook 62.4, De Kalb 0.8, Du Page 8.2, Grundy 0.4, Iroquois 0.4, Kane 3.3, Kankakee 1.2, Kendall 0.5, Lake 5.0, La Salle 1.4, Livingston 0.5, McHenry 1.8, Will 3.7; IND.: Jasper 0.3, Lake 5.8, La Porte 1.3, Newton 0.2, Porter 1.4; WISC.: Kenosha 1.5. Tot. Hshlds.: 3,018,500.

CHICO-REDDING, CALIF.— Butte 43.6, Glenn 5.7, Modoc 2.4, Shasta 33.6, Tehama 11.1, Trinity 3.6. Tot. Hshlds.: 146,300.

CINCINNATI, OHIO— IND.: Dearborn 1.7, Fayette 1.5, Franklin 0.9, Ohio 0.3, Ripley 1.2, Switzerland 0.4, Union 0.3; KY.: Boone 2.4, Bracken 0.4, Campbell 4.1, Carroll 0.5, Gallatin 0.3, Grant 0.7, Kenton 7.1, Mason 0.9, Owen 0.5, Pendleton 0.6, Robertson 0.1; OHIO: Adams 1.3, Brown 1.6, Butler 13.4, Clermont 6.7, Hamilton 45.5, Highland 1.6, Warren 4.9. Tot. Hshlds.: 760,800.

CLARKSBURG-WESTON, W.VA.— Barbour 6.7, Braxton 5.7, Doddridge 2.9, Gilmer 3.3, Harrison 32.4, Lewis 7.7, Randolph 11.5, Ritchie 4.8, Taylor 6.7, Tucker 3.8, Upshur 9.6, Webster 4.9. Tot. Hshlds.: 88,600.

CLEVELAND, OHIO— Ashland 1.2, Ashtabula 2.6, Crawford 1.3, Cuyahoga 39.4, Erie 2.0, Geauga 1.7, Holmes 0.6, Huron 1.4, Lake 5.4, Lorain 6.8, Medina 2.8, Portage 3.3, Richland 3.4, Stark 9.8, Summit 13.6, Tuscarawas 2.3, Wayne 2.4. Tot. Hshlds.: 1,414,300.

COLORADO SPRINGS-PUEBLO, COLO.— Baca 0.9, Bent 1.0, Cheyenne 0.4, Crowley 0.5, Custer 0.3, El Paso 56.9, Fremont 5.5, Huerfano 1.2, Kiowa 0.3, Las Animas 2.7, Otero 4.0, Pueblo 23.4, Saguache 0.7. Tot. Hshlds.: 201,200.

COLUMBIA, S.C.— Calhoun 1.6, Clarendon 3.6, Fairfield 2.8, Kershaw 5.5, Lee 2.4, Lexington 21.3, Newberry 4.5, Orangeburg 11.0, Richland 36.2, Sumter 11.4. Tot. Hshlds.: 258,800.

COLUMBIA-JEFFERSON CITY, MO.— Audrain 7.1, Boone 27.3, Callaway 8.2, Chariton 2.9, Cole 15.1, Cooper 4.0, Howard 2.8, Maries 2.1, Miller 5.3, Moniteau 3.1, Morgan 4.0, Osage 2.9, Phelps 9.8, Randolph 6.9. Tot. Hshlds.: 140,900.

COLUMBUS, GA.— ALA.: Barbour 4.7, Chambers 7.8, Lee 15.9, Randolph 3.9, Russell 9.1; GA.: Calhoun 0.9, Chattahoochee 1.8, Clay 0.7, Dooly 2.0, Harris 3.1, Macon 2.6, Marion 0.9, Muscogee 32.6, Quitman 0.4, Randolph 1.8, Schley 0.6, Stewart 1.0, Sumter 6.3, Talbot 1.1, Taylor 1.5, Terrell 2.2, Webster 0.4. Tot. Hshlds.: 184,800.

COLUMBUS-TUPELO, MISS.— ALA.: Lamar 4.1, Pickens 4.8; MISS.: Calhoun 3.7, Chickasaw 3.9, Choctaw 2.0, Clay 4.7, Itawamba 5.0, Lee 14.1, Lowndes 13.2, Monroe 8.3, Montgomery 3.1, Noxubee 2.7, Oktibbeha 7.9, Pontotoc 5.1, Prentiss 5.7, Tishomingo 4.8, Webster 2.4, Winston 4.4. Tot. Hshlds.: 150,100.

COLUMBUS, OHIO— Coshocton 2.2, Delaware 3.2, Fairfield 5.7, Fayette 1.7, Franklin 56.8, Hocking 1.6, Knox 2.8, Licking 7.5, Madison 1.9, Marion 4.1, Morgan 0.9, Morrow 1.6, Perry 1.9, Pickaway 2.5, Ross 3.8, Union 1.8. Tot. Hshlds.: 536,100.

CORPUS CHRISTI, TEX.— Aransas 3.7, Bee 5.4, Brooks 1.7, Duval 2.5, Jim Hogg 1.1, Jim Wells 7.4, Kenedy 0.1, Kleberg 6.6, Nueces 57.5, Refugio 2.0, San Patricio 11.9. Tot. Hshlds.: 181,800.

DALLAS-FT. WORTH, TEX.— OKLA.: Love 0.2; TEX.: Anderson 1.0, Bosque 0.4, Collin 3.8, Comanche 0.3, Cooke 0.8, Dallas 43.9, Delta 0.1, Denton 4.1, Ellis 1.5, Erath 0.7, Fannin 0.7, Freestone 0.4, Grayson 2.5, Hamilton 0.3, Henderson 1.3, Hill 0.7, Hood 0.6, Hopkins 0.7, Hunt 1.5, Jack 0.2, Johnson 1.8, Kaufman 1.0, Lamar 1.2, Limestone 0.5, Navarro 1.0, Palo Pinto 0.8, Parker 1.2, Rains 0.2, Rockwall 0.4, Somervell 0.1, Tarrant 23.7, Van Zandt 0.8, Wise 0.7, Wood 0.7. Tot. Hshlds.: 1,430,300.

DAVENPORT-ROCK ISLAND-MOLINE, IOWA— ILL.: Bureau 4.5, Carroll 2.1, Henderson 1.0, Henry 6.6, Jo Daviess 2.7, Knox 7.2, Lee 4.0, Mercer 2.2, Rock Island 19.1, Warren 2.5, Whiteside 7.4; IOWA: Clinton 6.3, Des Moines 5.5, Henry 2.1, Jackson 2.5, Louisa 1.3, Muscatine 4.5, Scott 18.4. Tot. Hshlds.: 326,400.

DAYTON, OHIO— IND.: Wayne 5.8; OHIO: Auglaize 3.2, Champaign 2.6, Clark 11.3, Clinton 2.7, Darke 4.1, Greene 8.4, Logan 3.1, Miami 6.9, Montgomery 44.9, Preble 2.9, Shelby 3.2. Tot. Hshlds.: 480,700.

DENVER, COLO.— Adams 10.1, Alamosa 0.4, Arapahoe 13.7, Boulder 8.3, Chaffee 0.6, Clear Creek 0.3, Denver 23.4, Douglas 1.0, Eagle 0.7, Elbert 0.3, Garfield 1.0, Gilpin 0.1, Grand 0.4, Gunnison 0.4, Hinsdale 0.0, Jackson 0.1, Jefferson 18.1, Kit Carson 0.3, Lake 0.3, Larimer 6.6, Lincoln 0.2, Logan 0.8, Moffat 0.6, Morgan 0.9, Park 0.2, Phillips 0.2, Pitkin 0.5, Prowers 0.5, Rio Blanco 0.3, Routt 0.6, Sedgwick 0.1, Summit 0.4, Teller 0.4, Washington 0.2, Weld 6.1, Yuma 0.4; NEB.: Cheyenne 0.4, Deuel 0.4, Keith 0.4, Kimball 0.2; WYO.: Albany 1.2, Carbon 0.8, Niobrara 0.1, Platte 0.6. Tot. Hshlds.: 923,400.

ALPHABETICAL LISTING OF S&MM TV MARKETS

With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

DES MOINES, IOWA— Adair 1.0, Appanoose 1.7, Boone 2.8, Calhoun 1.4, Carroll 2.2, Clarke 0.8, Dallas 3.2, Decatur 1.0, Greene 1.3, Guthrie 1.3, Hamilton 1.9, Hardin 2.2, Humboldt 1.4, Jasper 3.8, Lucas 1.2, Madison 1.3, Mahaska 2.5, Marion 3.0, Marshall 4.4, Monroe 1.0, Pocahontas 1.2, Polk 33.3, Poweshiek 2.0, Ringgold 0.7, Story 6.9, Union 1.5, Wapello 4.3, Warren 3.5, Wayne 0.9, Webster 4.7, Wright 1.7. Tot. Hshlds.: 381,800.

DETROIT, MICH.— Lapeer 1.4, Livingston 2.1, Macomb 14.5, Monroe 2.7, Oakland 22.3, St. Clair 3.0, Washtenaw 5.9, Wayne 48.2. Tot. Hshlds.: 1,688,800.

DOTHAN, ALA.— Coffee 14.4, Dale 15.8, Geneva 9.1, Henry 5.7, Houston 29.8; FLA.: Holmes 6.0, Jackson 14.5; GA.: Early 4.8. Tot. Hshlds.: 96,300.

DULUTH-SUPERIOR, MINN.— MICH.: Gogebic 4.3; MINN.: Aitkin 3.0, Carlton 5.9, Cook 1.0, Itasca 9.2, Koochiching 3.5, Lake 2.5, St. Louis 47.3; WISC.: Ashland 3.0, Bayfield 3.0, Douglas 9.5, Iron 1.5, Sawyer 2.7, Washburn 3.0. Tot. Hshlds.: 175,800.

EL CENTRO-YUMA, CALIF.— ARIZ.: La Paz 8.0, Yuma 43.9; CALIF.: Imperial 48.1. Tot. Hshlds.: 64,000.

EL PASO, TEX.— N.M.: Dona Ana 17.3, Luna 3.1; TEX.: Culberson 0.5, El Paso 78.8, Hudspeth 0.4. Tot. Hshlds.: 198,100.

ELMIRA, N.Y.— Chemung 41.0, Steuben 42.6; PA.: Tioga 16.4. Tot. Hshlds.: 98,000.

ERIE, PA.— Crawford 24.3, Erie 75.7. Tot. Hshlds.: 133,400.

EUGENE, ORE.— Coos 14.3, Douglas 21.2, Lane 64.5. Tot. Hshlds.: 167,400.

EUREKA, CALIF.— Del Norte 12.8, Humboldt 74.8; ORE.: Curry 12.5. Tot. Hshlds.: 58,300.

EVANSVILLE, IND.— ILL.: Edwards 1.3, Gallatin 1.1, Wabash 2.0, Wayne 2.8, White 2.7; IND.: Dubois 4.6, Gibson 4.9, Perry 2.6, Pike 2.0, Posey 3.7, Spencer 2.5, Vanderburgh 25.1, Warrick 5.9; KY.: Daviess 12.0, Hancock 1.0, Henderson 5.9, Hopkins 6.7, McLean 1.4, Muhlenberg 4.3, Ohio 3.0, Union 2.2, Webster 2.1. Tot. Hshlds.: 262,400.

FARGO, N.D.— MINN.: Becker 5.2, Clay 8.1, Clearwater 1.5, Kittson 1.2, Lake of the Woods 0.7, Mahnomen 0.8, Marshall 2.1, Norman 1.6, Otter Tail 9.3, Pennington 2.8, Polk 6.0, Red Lake 0.9, Roseau 2.2, Wilkin 1.4; N.D.: Barnes 2.5, Benson 1.2, Cass 18.9, Cavalier 1.3, Eddy 0.7, Foster 0.8, Grand Forks 11.1, Griggs 0.7, La Moure 1.1, Nelson 0.9, Pembina 1.8, Ramsey 2.3, Ransom 1.1, Richland 3.2, Sargent 0.9, Steele 0.5, Stutsman 4.3, Towner 0.7, Traill 1.7, Walsh 2.6. Tot. Hshlds.: 212,800.

FLINT-SAGINAW-BAY CITY, MICH.— Arenac 1.3, Bay 9.5, Clare 2.1, Genesee 35.3, Gladwin 1.7, Gratiot 3.0, Huron 3.0, Iosco 2.4, Isabella 3.9, Midland 5.8, Ogemaw 1.5, Saginaw 17.5, Sanilac 3.3, Shiawassee 5.4, Tuscola 4.3. Tot. Hshlds.: 447,800.

FLORENCE, S.C.— Darlington 16.3, Dillon 7.5, Florence 29.4, Horry 30.2, Marion 8.7, Marlboro 7.9. Tot. Hshlds.: 130,700.

FT. MYERS-NAPLES, FLA.— Charlotte 16.9, Collier 23.3, Glades 1.4, Hendry 3.9, Lee 54.6. Tot. Hshlds.: 177,400.

FT. SMITH, ARK.— Crawford 10.4, Franklin 4.3, Madison 3.3, Scott 2.9, Sebastian 28.9, Washington 29.5; OKLA.: Le Flore 12.0, Sequoyah 8.7. Tot. Hshlds.: 130,800.

FT. WAYNE, IND.— Adams 4.3, Allen 46.7, De Kalb 5.0, Huntington 5.4, Jay 3.6, Noble 5.4, Steuben 4.0, Wabash 5.4, Wells 3.9, Whitley 4.0; OHIO: Mercer 5.5, Paulding 3.1, Van Wert 4.8. Tot. Hshlds.: 236,-300.

FRESNO, CALIF.— Fresno 50.4, Kings 6.5, Madera 6.1, Mariposa 1.2, Merced 12.7, Tulare 23.0. Tot. Hshlds.: 367,500.

GAINESVILLE, FLA.— Alachua 62.1, Dixie 3.9, Gilchrist 3.1, Levy 10.9. Tot. Hshlds.: 74,500.

GLENDIVE, MONT.— Dawson 68.2, Fallon 21.2, Prairie 10.6. Tot. Hshlds.: 6,800.

GRAND JUNCTION, COLO.— Delta 16.1, Mesa 61.9, Montrose 17.6, Ouray 1.3, San Juan 0.6, San Miguel 2.6. Tot. Hshlds.: 54,100.

GRAND RAPIDS-KALAMAZOO-BATTLE CREEK, MICH.— Allegan 6.0, Barry 2.9, Branch 2.6, Calhoun 9.0, Ionia 2.9, Kalamazoo 13.6, Kent 29.3, Mecosta 2.0, Montcalm 3.0, Muskegon 9.7, Newaygo 2.3, Oceana 1.4, Ottawa 9.4, St. Joseph 3.6, Van Buren 4.3. Tot. Hshlds.: 576,800.

GREAT FALLS, MONT.— Blaine 3.7, Cascade 46.2, Chouteau 3.4, Fergus 7.7, Glacier 5.4, Hill 10.1, Judith Basin 1.5, Liberty 1.4, Meagher 1.2, Phillips 2.9, Pondera 3.7, Teton 3.8, Toole 3.4, Valley 5.7. Tot. Hshlds.: 65,300.

GREEN BAY, WISC.— MICH.: Delta 4.0, Dickinson 2.8, Menominee 2.7, Schoolcraft 0.9; WISC.: Brown 18.2, Calumet 2.9, Door 2.9, Fond du Lac 8.8, Green Lake 2.0, Kewaunee 1.9, Manitowoc 8.4, Marinette 4.2, Menominee 0.2, Oconto 3.0, Outagamie 12.8, Shawano 3.7, Waupaca 4.5, Waushara 2.1, Winnebago 13.9. Tot. Hshlds.: 303,700.

GREENSBORO-WINSTON SALEM-HIGH POINT, N.C.— Alamance 7.8, Alleghany 0.8, Caswell 1.4, Davidson 9.0, Davie 2.0, Forsyth 20.3, Guilford 25.8, Montgomery 1.7, Randolph 7.4, Rockingham 6.7, Stokes 2.6, Surry 4.8, Wilkes 4.7, Yadkin 2.3; VA.: Grayson 1.3, Patrick 1.4. Tot. Hshlds.: 472,800.

GREENVILLE-NEW BERN-WASHINGTON, N.C.— Beaufort 7.0, Bertie 3.3, Carteret 7.8, Craven 11.7, Duplin 6.7, Edgecombe 9.9, Greene 2.5, Hyde 1.0, Jones 1.5, Lenoir 10.0, Martin 4.1, Onslow 15.0, Pamlico 1.7, Pitt 15.7, Tyrrell 0.7, Washington 2.3. Tot. Hshlds.: 215,100.

GREENVILLE-SPARTANBURG-ASHEVILLE, S.C.— GA.: Elbert 1.2, Franklin 1.0, Hart 1.1, Madison 1.1, Rabun 0.7, Stephens 1.4; N.C.: Buncombe 11.0, Haywood 3.1, Henderson 4.3, Jackson 1.6, McDowell 2.2, Macon 1.5, Madison 1.0, Mitchell 0.9, Polk 0.9, Rutherford 3.5, Swain 0.7, Transylvania 1.5, Yancey 1.0; S.C.: Abbeville 1.4, Anderson 8.7, Cherokee 2.4, Greenville 18.6, Greenwood 3.7, Laurens 3.0, Oconee 3.2, Pickens 4.9, Spartanburg 12.8, Union 1.8. Tot. Hshlds.: 582,800.

GREENWOOD-GREENVILLE, MISS.— Bolivar 19.8, Carroll 4.8, Leflore 19.4, Sunflower 14.1, Tallahatchie 7.6, Washington 34.3. Tot. Hshlds.: 68,300.

HARRISBURG-YORK-LANCASTER-LEBANON, PA.— Adams 4.8, Cumberland 13.2, Dauphin 17.8, Juniata 1.4, Lancaster 25.7, Lebanon 7.7, Mifflin 3.4, Perry 2.4, York 23.3. Tot. Hshlds.: 518,800.

HARRISONBURG, VA.— Harrisonburg city 17.2, Rockingham 55.1; W.VA.: Grant 9.9, Hardy 9.7, Pendleton 8.1. Tot. Hshlds.: 37,200.

HARTFORD-NEW HAVEN, CONN.— Hartford 36.7, Litchfield 7.2, Middlesex 6.0, New Haven 34.8, New London 10.5, Tolland 4.7. Tot. Hshlds.: 815,000.

HELENA, MONT.— Lewis and Clark 100.0. Tot. Hshlds.: 17,800.

HOUSTON, TEX.— Austin 0.5, Brazoria 4.6, Calhoun 0.5, Chambers 0.5, Colorado 0.5, Fort Bend 3.7, Galveston 5.5, Grimes 0.4, Harris 72.5, Jackson 0.4, Liberty 1.4, Matagorda 1.1, Montgomery 3.8, Polk 0.8, San Jacinto 0.4, Trinity 0.3, Walker 1.0, Waller 0.5, Washington 0.6, Wharton 1.1. Tot. Hshlds.: 1,381,800.

HUNTSVILLE-DECATUR-FLORENCE, ALA.— Colbert 8.2, De Kalb 8.4, Franklin 4.4, Lauderdale 12.2, Lawrence 4.2, Limestone 6.4, Madison 28.6, Marshall 10.2, Morgan 13.4; TENN.: Lincoln 4.0. Tot. Hshlds.: 247,000.

IDAHO FALLS-POCATELLO, IDA.— Bannock 22.1, Bingham 10.7, Blaine 4.3, Bonneville 21.0, Butte 1.0, Cassia 5.8, Clark 0.3, Custer 1.4, Fremont 3.4, Jefferson 4.5, Lemhi 2.8, Madison 5.0, Minidoka 6.2, Power 2.3, Teton 0.8; WYO.: Lincoln 4.1, Teton 4.2. Tot. Hshlds.: 108,100.

INDIANAPOLIS, IND.— Bartholomew 3.0, Blackford 0.7, Boone 1.6, Brown 0.6, Carroll 0.9, Cass 1.8, Clinton 1.4, Decatur 1.0, Delaware 5.5, Fountain 0.8, Grant 3.4, Hamilton 3.7, Hancock 1.9, Hendricks 3.0, Henry 2.4, Howard 3.9, Jennings 1.0, Johnson 3.4, Madison 6.2, Marion 35.8, Miami 1.7, Monroe 4.4, Montgomery 1.6, Morgan 2.2, Owen 0.8, Putnam 1.2, Randolph 1.3, Rush 0.8, Shelby 1.7, Tipton 0.8, Warren 0.4, White 1.2. Tot. Hshlds.: 816,400.

JACKSON, MISS.— Adams 4.7, Attala 2.5, Claiborne 1.4, Copiah 3.2, Franklin 1.1, Hinds 33.2, Holmes 2.6, Humphreys 1.6, Issaquena 0.3, Jefferson 1.0, Jefferson Davis 1.6, Lawrence 1.6, Leake 2.4, Lincoln 3.2, Madison 5.1, Pike 4.6, Rankin 9.0, Scott 3.1, Sharkey 0.8, Simpson 2.9, Smith 1.9, Walthall 1.7, Warren 6.6, Yazoo 3.3. Tot. Hshlds.: 275,800.

JACKSON, TENN.— Carroll 18.8, Hardin 15.4, Henderson 15.0, Madison 50.8. Tot. Hshlds.: 55,400.

JACKSONVILLE, FLA.— Baker 1.3, Bradford 1.8, Clay 6.8, Columbia 3.5, Duval 57.3, Nassau 3.3, Putnam 5.3, St. Johns 5.6, Suwannee 2.2, Union 0.8; GA.: Brantley 0.8, Camden 1.2, Charlton 0.7, Clinch 0.6, Glynn 5.5, Ware 3.5. Tot. Hshlds.: 393,300.

JOHNSTOWN-ALTOONA, PA.— Bedford 5.9, Blair 17.6, Cambria 22.6, Cameron 0.9, Centre 13.4, Clearfield 10.6, Elk 4.7, Forest 0.7, Fulton 1.7, Huntingdon 5.2, Jefferson 6.4, Somerset 10.4. Tot. Hshlds.: 263,900.

JONESBORO, ARK.— Clay 11.9, Craighead 34.3, Greene 17.4, Lawrence 10.4, Randolph 9.5, Sharp 8.2; MO.: Ripley 7.2. Tot. Hshlds.: 58,200.

JOPLIN-PITTSBURG, MO.— ARK.: Benton 19.2; KANS.: Allen 3.6, Bourbon 3.9, Cherokee 5.0, Crawford 9.0, Labette 5.7, Neosho 4.2, Wilson 2.7, Woodson 1.0; MO.: Barton 2.7, Jasper 19.9, McDonald 3.3, Newton 9.1, Vernon 4.4; OKLA.: Ottawa 7.2. Tot. Hshlds.: 175,-100.

KANSAS CITY, MO.— KANS.: Anderson 0.5, Atchison 0.9, Brown 0.7, Doniphan 0.5, Douglas 3.6, Franklin 1.2, Geary 1.4, Jefferson 0.8, Johnson 14.8, Leavenworth 2.5, Linn 0.5, Miami 1.1, Wyandotte 8.9; MO.: Andrew 0.7, Bates 0.8, Caldwell 0.5, Carroll 0.7, Cass 2.6, Clay 7.4, Clinton 0.8, Daviess 0.5, De Kalb 0.4, Gentry 0.4, Grundy 0.7, Henry 1.1, Jackson 33.8, Johnson 1.8, Lafayette 1.8, Linn 0.9, Livingston 0.9, Pettis 2.0, Platte 2.6, Ray 1.1, Saline 1.4. Tot. Hshlds.: 718,200.

KNOXVILLE, TENN.— KY.: Bell 2.9, Harlan 3.5, Knox 2.6, Leslie 1.2, McCreary 1.3, Wayne 1.5, Whitley 3.0; N.C.: Graham 0.6; TENN.: Anderson 6.2, Blount 7.3, Campbell 3.2, Claiborne 2.2, Cocke 2.6, Cumberland 2.7, Fentress 1.3, Grainger 1.5, Hamblen 4.6, Hancock 0.6, Jefferson 2.8, Knox 30.4, Loudon 2.7, Monroe 2.5, Morgan 1.4, Roane 4.4, Scott 1.7, Sevier 4.0, Union 1.1. Tot. Hshlds.: 410,800.

LA CROSSE-EAU CLAIRE, WISC.— MINN.: Houston 3.9, Winona 10.0; WISC.: Buffalo 3.3, Chippewa 11.2, Eau Claire 18.2, Jackson 4.0, Juneau 6.1, La Crosse 21.2, Monroe 7.8, Rusk 3.5, Trempealeau 6.0, Vernon 6.0. Tot. Hshlds.: 161,100.

LAFAYETTE, IND.— Benton 8.0, Tippecanoe 92.0. Tot. Hshlds.: 46,-400.

LAFAYETTE, LA.— Acadia 10.2, Allen 4.0, Evangeline 6.2, Iberia 11.3, Jefferson Davis 5.9, Lafayette 30.7, St. Landry 15.2, St. Martin 7.1, Vermilion 9.3. Tot. Hshlds.: 185,300.

LAKE CHARLES, LA.— Beauregard 14.1, Calcasieu 81.5, Cameron 4.4. Tot. Hshlds.: 74,500.

LANSING, MICH.— Clinton 8.6, Eaton 15.2, Hillsdale 6.8, Ingham 45.2, Jackson 24.2. Tot. Hshlds.: 216,000.

LAREDO, TEX.— Webb 92.7, Zapata 7.3. Tot. Hshlds.: 31,400.

LAS VEGAS, NEV.— Clark 98.1, Lincoln 0.7, Nye (southern portion) 1.2. Tot. Hshlds.: 203,700.

LAUREL-HATTIESBURG, MISS.— Covington 6.5, Forrest 28.3, Jasper 6.8, Jones 20.4, Lamar 10.1, Marion 10.4, Perry 3.9, Wayne 7.5. Tot. Hshlds.: 65,200.

LEXINGTON, KY.— Anderson 1.5, Bath 1.2, Bourbon 2.3, Boyle 3.0, Breathitt 1.8, Casey 1.8, Clark 3.4, Clay 2.4, Estill 1.7, Fayette 26.3, Fleming 1.5, Franklin 5.5, Garrard 1.2, Harrison 1.8, Jackson 1.4, Jessamine 3.0, Laurel 4.6, Lee 0.9, Lincoln 2.2, Madison 5.9, Menifee 0.6, Mercer 2.3, Montgomery 2.5, Nicholas 0.8, Owsley 0.6, Perry 3.6, Powell 1.2, Pulaski 5.7, Rockcastle 1.6, Rowan 2.0, Scott 2.5, Wolfe 0.6, Woodford 2.1. Tot. Hshlds.: 306,800.

LIMA, OHIO— Allen 100.0. Tot. Hshlds.: 40,300.

LINCOLN-HASTINGS-KEARNEY, NEB.— KANS.: Cloud 1.8, Jewell 0.8, Phillips 1.1, Republic 1.2, Smith 0.9, Washington 1.3; NEB.: Adams 4.8, Antelope 1.2, Boone 1.0, Brown 0.7, Buffalo 5.0, Chase 0.7, Clay 1.2, Custer 2.1, Dawson 3.4, Fillmore 1.2, Franklin 0.7, Frontier 0.5, Furnas 1.0, Gage 3.6, Garfield 0.3, Gosper 0.3, Greeley 0.5, Hall 7.2, Hamilton 1.4, Harlan 0.7, Hayes 0.2, Holt 2.0, Howard 0.9, Jefferson 1.5, Kearney 1.0, Keya Paha 0.2, Lancaster 29.7, Loup 0.1, Merrick 1.2, Nance 0.7, Nuckolls 1.0, Perkins 0.5, Phelps 1.4, Platte 4.1, Polk 0.9, Red Willow 1.9, Rock 0.3, Saline 2.0, Sherman 0.6, Thayer 1.1, Valley 0.9, Webster 0.7, Wheeler 0.2, York 2.2. Tot. Hshlds.: 258,100.

LITTLE ROCK, ARK.— Arkansas 2.0, Bradley 1.1, Calhoun 0.5, Clark 1.8, Cleburne 1.6, Cleveland 0.6, Conway 1.5, Dallas 0.9, Desha 1.5, Drew 1.4, Faulkner 3.6, Garland 6.7, Grant 1.0, Hot Spring 2.3, Independence 2.6, Izard 1.0, Jackson 1.8, Jefferson 8.9, Johnson 1.5, Lincoln 0.8, Logan 1.8, Lonoke 2.7, Monroe 1.1, Montgomery 0.7, Nevada 0.9, Ouachita 2.5, Perry 0.6, Pike 0.9, Polk 1.4, Pope 3.3, Prairie 0.8, Pulaski 29.9, Saline 4.2, Searcy 0.8, Stone 0.8, Van Buren 1.2, White 4.1, Woodruff 0.8, Yell 1.4. Tot. Hshlds.: 461,800.

ALPHABETICAL LISTING OF S&MM TV MARKETS
With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

LOS ANGELES, CALIF.— Inyo 0.2, Kern (eastern portion) 0.5, Los Angeles 64.5, Orange 17.6, Riverside (western portion) 4.9, San Bernardino 7.9, Ventura 4.4. Tot. Hslds.: 4,276,300.

LOUISVILLE, KY.— IND.: Clark 6.4, Crawford 0.7, Floyd 4.4, Harrison 1.9, Jackson 2.7, Jefferson 2.1, Lawrence 3.1, Orange 1.4, Scott 1.4, Washington 1.6; KY.: Breckinridge 1.2, Bullitt 2.8, Grayson 1.5, Green 0.8, Hardin 5.2, Henry 0.9, Jefferson 50.1, Larue 0.9, Marion 1.1, Meade 1.5, Nelson 1.8, Oldham 1.9, Shelby 1.6, Spencer 0.4, Taylor 1.6, Trimble 0.4, Washington 0.7. Tot. Hslds.: 512,000.

LUBBOCK, TEX.— N.M.: De Baca 0.6, Roosevelt 3.7; TEX.: Bailey 1.7, Borden 0.2, Cochran 1.0, Crosby 1.8, Dawson 3.5, Dickens 0.9, Floyd 2.1, Gaines 2.9, Garza 1.2, Hale 8.3, Hockley 5.2, Kent 0.3, Lamb 4.3, Lubbock 50.4, Lynn 1.8, Motley 0.5, Scurry 4.5, Terry 3.2, Yoakum 1.9. Tot. Hslds.: 157,200.

MACON, GA.— Baldwin 7.3, Bibb 37.2, Bleckley 2.5, Crawford 1.6, Dodge 4.2, Houston 18.9, Johnson 2.1, Jones 4.1, Laurens 9.1, Peach 4.7, Pulaski 2.2, Treutlen 1.4, Twiggs 2.1, Wilkinson 2.3. Tot. Hslds.: 145,800.

MADISON, WISC.— Columbia 8.2, Dane 65.1, Green 5.8, Iowa 3.6, Lafayette 3.1, Marquette 2.5, Richland 3.3, Sauk 8.4. Tot. Hslds.: 198,000.

MANKATO, MINN.— IOWA: Emmet 14.9; MINN.: Blue Earth 55.8, Martin 29.3. Tot. Hslds.: 33,500.

MARQUETTE, MICH.— Alger 5.8, Baraga 5.5, Houghton 23.2, Iron 9.7, Keweenaw 1.2, Marquette 45.7, Ontonagon 6.2; WISC.: Florence 2.7. Tot. Hslds.: 56,500.

MCALLEN-BROWNSVILLE, TEX.— Cameron 39.8, Hidalgo 52.5, Starr 4.8, Willacy 2.9. Tot. Hslds.: 167,400.

MEDFORD, ORE.— CALIF.: Siskiyou 13.7; ORE.: Jackson 44.5, Josephine 20.2, Klamath 19.1, Lake 2.5. Tot. Hslds.: 119,400.

MEMPHIS, TENN.— ARK.: Crittenden 2.8, Cross 1.2, Lee 0.8, Mississippi 3.4, Phillips 1.9, Poinsett 1.6, St. Francis 1.7; MISS.: Alcorn 2.2, Benton 0.4, Coahoma 2.0, De Soto 3.2, Grenada 1.3, Lafayette 1.9, Marshall 1.6, Panola 1.6, Quitman 0.7, Tate 1.1, Tippah 1.2, Tunica 0.5, Union 1.4, Yalobusha 0.8; MO.: Pemiscot 1.5; TENN.: Chester 0.8, Crockett 0.9, Dyer 2.3, Fayette 1.4, Gibson 3.2, Hardeman 1.4, Haywood 1.2, Lauderdale 1.5, McNairy 1.6, Shelby 48.9, Tipton 2.0. Tot. Hslds.: 576,900.

MERIDIAN, MISS.— ALA.: Choctaw 7.6, Marengo 11.6, Sumter 7.4; MISS.: Clarke 8.4, Kemper 4.6, Lauderdale 38.9, Neshoba 11.9, Newton 9.7. Tot. Hslds.: 72,500.

MIAMI, FLA.— Broward 41.0, Dade 56.5, Monroe 2.5. Tot. Hslds.: 1,148,100.

MILWAUKEE, WISC.— Dodge 3.8, Jefferson 3.4, Milwaukee 53.2, Ozaukee 3.4, Racine 8.9, Sheboygan 5.3, Walworth 3.9, Washington 4.2, Waukesha 13.9. Tot. Hslds.: 693,200.

MINNEAPOLIS-ST. PAUL, MINN.— Anoka 5.9, Benton 0.8, Brown 0.9, Carver 1.2, Chippewa 0.5, Chisago 0.8, Cottonwood 0.5, Crow Wing 1.4, Dakota 6.4, Goodhue 1.3, Hennepin 33.0, Isanti 0.7, Kanabec 0.4, Kandiyohi 1.2, Lac qui Parle 0.3, Le Sueur 0.7, Lyon 0.8, McLeod 1.0, Meeker 0.7, Mille Lacs 0.6, Morrison 0.9, Nicollet 0.8, Pine 0.6, Ramsey 15.3, Redwood 0.6, Renville 0.7, Rice 1.3, Scott 1.3, Sherburne 0.9, Sibley 0.5, Stearns 3.0, Steele 1.0, Swift 0.4, Wabasha 0.6, Waseca 0.6, Washington 3.5, Watonwan 0.4, Wright 1.8, Yellow Medicine 0.4; WISC.: Barron 1.3, Burnett 0.4, Dunn 1.0, Pepin 0.2, Pierce 0.9, Polk 1.1, St. Croix 1.3. Tot. Hslds.: 1,150,000.

MINOT-BISMARCK-DICKINSON, N.D.— MONT.: Daniels 0.7, McCone 0.6, Richland 3.5, Roosevelt 2.4, Sheridan 1.4, Wibaux 0.4; N.D.: Adams 0.9, Billings 0.3, Bottineau 2.4, Bowman 1.2, Burke 1.1, Burleigh 15.7, Divide 0.9, Dunn 1.2, Emmons 1.4, Golden Valley 0.6, Grant 1.1, Hettinger 1.1, Kidder 1.0, Logan 0.9, McHenry 2.0, McIntosh 1.4, McKenzie 1.9, McLean 3.3, Mercer 2.8, Morton 6.8, Mountrail 2.0, Oliver 0.6, Pierce 1.4, Renville 0.9, Rolette 2.7, Sheridan 0.7, Sioux 0.6, Slope 0.3, Stark 6.5, Ward 15.2, Wells 1.9, Williams 6.6; S.D.: Campbell 0.6, Corson 1.1, Walworth 1.9. Tot. Hslds.: 138,800.

MISSOULA-BUTTE, MONT.— Beaverhead 2.5, Broadwater 1.2, Deer Lodge 3.5, Flathead 17.3, Gallatin 13.5, Granite 0.8, Jefferson 2.2, Lake 6.0, Madison 1.7, Mineral 1.2, Missoula 25.8, Powell 1.9, Ravalli 7.6, Sanders 2.9, Silver Bow 12.0. Tot. Hslds.: 120,300.

MOBILE-PENSACOLA, ALA.— Baldwin 7.3, Clarke 2.3, Conecuh 1.4, Escambia 3.2, Mobile 32.9, Monroe 1.9, Washington 1.4; FLA.: Escambia 21.7, Okaloosa 10.2, Santa Rosa 5.3; MISS.: George 1.3, Greene 0.8, Jackson 10.3. Tot. Hslds.: 400,300.

MONROE-EL DORADO, LA.— ARK.: Ashley 5.0, Chicot 3.2, Union 9.8; LA.: Caldwell 2.3, Catahoula 2.3, Concordia 4.3, East Carroll 1.9, Franklin 4.5, Jackson 3.5, La Salle 3.5, Lincoln 7.2, Madison 3.1, Morehouse 6.5, Ouachita 27.3, Richland 4.0, Tensas 1.6, Union 4.1, West Carroll 2.4, Winn 3.4. Tot. Hslds.: 184,900.

MONTGOMERY, ALA.— Autauga 6.6, Bullock 2.0, Butler 4.4, Covington 8.4, Crenshaw 3.0, Elmore 8.9, Lowndes 2.2, Macon 5.0, Montgomery 42.9, Pike 5.8, Tallapoosa 8.2, Wilcox 2.6. Tot. Hslds.: 170,900.

NASHVILLE, TENN.— KY.: Allen 0.9, Barren 2.0, Butler 0.6, Christian 3.2, Clinton 0.5, Cumberland 0.4, Logan 1.4, Monroe 0.7, Simpson 0.8, Todd 0.7, Trigg 0.5; TENN.: Bedford 1.6, Benton 0.9, Cannon 0.6, Cheatham 1.2, Clay 0.4, Coffee 2.3, Davidson 26.8, Decatur 0.7, De Kalb 0.6, Dickson 1.8, Franklin 1.8, Giles 1.4, Henry 1.8, Hickman 0.8, Houston 0.4, Humphreys 0.9, Jackson 0.5, Lawrence 2.0, Lewis 0.5, Macon 1.0, Marshall 1.2, Maury 3.0, Montgomery 4.7, Moore 0.2, Overton 1.0, Perry 0.4, Pickett 0.2, Putnam 2.8, Robertson 2.1, Rutherford 4.8, Smith 0.9, Stewart 0.5, Sumner 4.9, Trousdale 0.4, Van Buren 0.2, Warren 2.0, Wayne 0.8, White 1.1, Williamson 3.3, Wilson 3.3. Tot. Hslds.: 644,600.

NEW ORLEANS, LA.— Jefferson 27.9, Lafourche 4.5, Orleans 35.0, Plaquemines 1.3, St. Bernard 3.7, St. Charles 2.1, St. James 1.0, St. John the Baptist 1.7, St. Tammany 6.9, Tangipahoa 4.6, Terrebonne 5.3, Washington 2.6; MISS.: Hancock 1.5, Pearl River 1.9. Tot. Hslds.: 612,300.

NEW YORK, N.Y.— CONN.: Fairfield 4.4; N.J.: Bergen 4.6, Essex 4.5, Hudson 3.1, Hunterdon 0.5, Middlesex 3.1, Monmouth 2.7, Morris 2.1, Ocean 2.2, Passaic 2.3, Somerset 1.1, Sussex 0.6, Union 2.7; N.Y.: Bronx 6.2, Dutchess 1.3, Kings 12.3, Nassau 6.6, New York (Manhattan) 11.0, Orange 1.4, Putnam 0.4, Queens 11.1, Richmond 1.9, Rockland 1.3, Suffolk 6.3, Sullivan 0.4, Ulster 0.9, Westchester 4.8; PA.: Pike 0.1. Tot. Hslds.: 6,580,300.

NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON, VA.— N.C.: Camden 0.4, Chowan 1.0, Currituck 0.9, Dare 1.2, Gates 0.6, Hertford 1.5, Northampton 1.5, Pasquotank 2.1, Perquimans 0.7; VA.: Accomack 2.4, Chesapeake city 8.0, Franklin city 0.5, Gloucester 1.6, Hampton city 8.8, Isle of Wight 1.5, James City 1.7, Mathews 0.7, Newport News city 10.9, Norfolk city 17.4, Northampton 1.1, Poquoson city 0.6, Portsmouth city 7.4, Southampton 1.1, Suffolk city 3.2, Surry 0.4, Virginia Beach city 19.7, Williamsburg city 0.6, York 2.3. Tot. Hslds.: 489,100.

NORTH PLATTE, NEB.— Arthur 1.2, Blaine 1.9, Hooker 2.5, Lincoln 88.3, Logan 2.5, McPherson 1.2, Thomas 2.5. Tot. Hslds.: 16,200.

ODESSA-MIDLAND, TEX.— N.M.: Lea (southern portion) 1.8; TEX.: Andrews 3.7, Brewster 2.1, Crane 1.3, Crockett 1.3, Ector 35.2, Glasscock 0.3, Howard 9.3, Jeff Davis 0.5, Loving 0.1, Martin 1.2, Midland 25.5, Pecos 3.5, Presidio 1.4, Reagan 1.1, Reeves 3.7, Terrell 0.5, Upton 1.2, Ward 3.7, Winkler 2.7. Tot. Hslds.: 130,800.

OKLAHOMA CITY, OKLA.— Alfalfa 0.5, Beckham 1.5, Blaine 1.0, Caddo 2.1, Canadian 3.9, Cleveland 9.4, Custer 1.9, Dewey 0.4, Ellis 0.4, Garfield 4.5, Garvin 2.0, Grady 2.8, Grant 0.5, Greer 0.5, Harmon 0.3, Harper 0.3, Hughes 1.0, Kay 3.6, Kingfisher 1.0, Kiowa 0.9, Lincoln 1.9, Logan 1.8, McClain 1.4, Major 0.6, Murray 0.9, Noble 0.8, Oklahoma 40.9, Payne 4.2, Pottawatomie 3.9, Seminole 1.9, Washita 1.0, Woods 0.8, Woodward 1.5. Tot. Hslds.: 588,700.

OMAHA, NEB.— IOWA: Adams 0.6, Audubon 0.9, Cass 2.0, Crawford 2.0, Fremont 1.0, Harrison 1.7, Mills 1.4, Montgomery 1.6, Page 2.2, Pottawattamie 9.2, Shelby 1.6, Taylor 0.9; MO.: Atchison 1.0; NEB.: Burt 1.0, Butler 1.0, Cass 2.2, Colfax 1.1, Cuming 1.2, Dodge 4.1, Douglas 44.2, Johnson 0.6, Nemaha 0.9, Otoe 1.7, Pawnee 0.5, Richardson 1.3, Sarpy 8.6, Saunders 2.0, Seward 1.7, Washington 1.7. Tot. Hslds.: 343,000.

ORLANDO-DAYTONA BEACH, FLA.— Brevard 17.6, Flagler 0.9, Lake 7.4, Marion 8.4, Orange 30.0, Osceola 3.6, Seminole 11.9, Sumter 1.5, Volusia 18.7. Tot. Hslds.: 631,300.

OTTUMWA-KIRKSVILLE, IOWA— Davis 13.1, Van Buren 12.7; MO.: Adair 37.3, Mercer 7.5, Putnam 9.5, Schuyler 7.9, Sullivan 11.9. Tot. Hslds.: 25,200.

PADUCAH-CAPE GIRARDEAU-HARRISBURG, KY.— ILL.: Alexander 1.4, Franklin 5.3, Hamilton 1.1, Hardin 0.6, Jackson 7.1, Jefferson 4.5, Johnson 1.1, Massac 1.8, Pope 0.5, Pulaski 1.0, Saline 3.6, Union 2.2, Williamson 6.6; KY.: Ballard 1.0, Caldwell 1.5, Calloway 3.3, Carlisle 0.6, Crittenden 1.0, Fulton 1.0, Graves 3.9, Hickman 0.7, Livingston 1.1, Lyon 0.7, McCracken 7.2, Marshall 3.0; MO.: Bollinger 1.2, Butler 4.4, Cape Girardeau 6.7, Carter 0.6, Dunklin 4.1, Mississippi 1.6, New Madrid 2.4, Scott 4.4, Stoddard 3.3, Wayne 1.4; TENN.: Lake 0.8, Obion 3.7, Weakley 3.6. Tot. Hslds.: 336,800.

PALM SPRINGS, CALIF.— Riverside (central portion) 100.0. Tot. Hslds.: 61,800.

PANAMA CITY, FLA.— Bay 59.6, Calhoun 5.3, Franklin 4.3, Gulf 5.7, Liberty 2.3, Walton 13.8, Washington 9.0. Tot. Hslds.: 64,800.

PARKERSBURG, W.VA.— Pleasants 7.7, Wood 92.3. Tot. Hslds.: 37,700.

PEORIA, ILL.— Fulton 7.7, McLean 20.6, Marshall 2.5, Mason 3.5, Peoria 35.1, Putnam 1.0, Stark 1.3, Tazewell 22.8, Woodford 5.5. Tot. Hslds.: 214,300.

PHILADELPHIA, PA.— DEL.: Kent 1.4, New Castle 5.8; N.J.: Atlantic 3.0, Burlington 4.9, Camden 6.8, Cape May 1.4, Cumberland 1.8, Gloucester 2.8, Mercer 4.3, Salem 0.9, Warren 1.2; PA.: Berks 4.7, Bucks 6.7, Chester 4.5, Delaware 7.7, Lehigh 4.2, Monroe 1.1, Montgomery 9.3, Northampton 3.3, Philadelphia 24.1. Tot. Hslds.: 2,511,200.

PHOENIX, ARIZ.— Apache (southern portion) 0.4, Coconino 3.3, Gila 1.8, Greenlee 0.5, Maricopa 79.5, Mohave 3.2, Navajo 2.6, Pinal 4.0, Yavapai 4.0; CALIF.: Riverside (eastern portion) 0.7. Tot. Hslds.: 775,700.

PITTSBURGH, PA.— MD.: Garrett 0.8; PA.: Allegheny 45.6, Armstrong 2.4, Beaver 6.1, Butler 4.4, Clarion 1.2, Fayette 4.9, Greene 1.2, Indiana 2.7, Lawrence 3.2, Venango 2.0, Washington 6.6, Westmoreland 12.1; W.VA.: Hancock 1.2, Marion 2.1, Monongalia 2.4, Preston 0.9. Tot. Hslds.: 1,194,300.

PORTLAND, ORE.— Baker 0.8, Benton 3.1, Clackamas 10.9, Clatsop 1.6, Columbia 1.7, Crook 0.6, Gilliam 0.1, Harney 0.4, Hood River 0.8, Jefferson 0.5, Lincoln 1.9, Linn 4.2, Marion 9.8, Multnomah 29.1, Polk 2.1, Sherman 0.1, Tillamook 1.1, Union 1.1, Wasco 1.0, Washington 12.2, Wheeler 0.1, Yamhill 2.6; WASH.: Clark 9.2, Cowlitz 3.8, Klickitat 0.8, Skamania 0.4, Wahkiakum 0.2. Tot. Hslds.: 822,000.

PORTLAND-POLAND SPRING, MAINE— Androscoggin 12.0, Cumberland 27.1, Franklin 3.4, Kennebec 13.5, Knox 4.3, Lincoln 3.3, Oxford 6.0, Sagadahoc 3.5, York 17.7; N.H.: Carroll 4.1, Coos 4.4; VT.: Essex 0.7. Tot. Hslds.: 304,600.

PRESQUE ISLE, MAINE— Aroostook 100.0. Tot. Hslds.: 29,900.

PROVIDENCE-NEW BEDFORD, R.I.— CONN.: Windham 6.0; MASS.: Bristol 30.8, Dukes 0.6; R.I.: Bristol 2.9, Kent 10.2, Newport 5.2, Providence 38.2, Washington 5.9. Tot. Hslds.: 564,900.

QUINCY-HANNIBAL, ILL.— Adams 21.7, Brown 1.7, Cass 4.5, Hancock 7.4, McDonough 10.4, Pike 5.9, Schuyler 2.6, Scott 1.8; IOWA: Lee 12.9; MO.: Clark 2.5, Knox 1.7, Lewis 3.2, Macon 5.1, Marion 8.8, Monroe 2.9, Ralls 2.7, Scotland 1.7, Shelby 2.5. Tot. Hslds.: 124,500.

RALEIGH-DURHAM, N.C.— Chatham 2.2, Cumberland 13.9, Durham 10.2, Franklin 1.8, Granville 1.9, Halifax 3.3, Harnett 3.7, Hoke 1.1, Johnston 4.5, Lee 2.3, Moore 3.5, Nash 4.3, Orange 5.2, Person 1.8, Sampson 3.0, Scotland 1.9, Vance 2.2, Wake 20.3, Warren 0.9, Wayne 6.0, Wilson 3.9; VA.: Mecklenburg 1.8. Tot. Hslds.: 580,800.

RAPID CITY, S.D.— MONT.: Carter 0.8, Powder River 0.9; NEB.: Box Butte 5.8, Garden 1.1, Grant 0.3, Sheridan 3.0, Sioux 0.7; S.D.: Bennett 1.0, Butte 3.4, Custer 2.5, Fall River 3.4, Haakon 1.0, Harding 0.6, Jackson 1.2, Lawrence 7.5, Meade 7.5, Pennington 28.4, Perkins 1.9, Shannon 2.6, Ziebach 0.6; WYO.: Campbell 10.0, Crook 2.1, Sheridan 10.7, Weston 2.8. Tot. Hslds.: 96,100.

RENO, NEV.— CALIF.: Alpine 0.2, El Dorado (eastern portion) 7.6, Lassen 5.0, Mono 2.7, Placer (eastern portion) 2.1; NEV.: Carson City 8.4, Churchill 3.4, Douglas 5.7, Esmeralda 0.2, Humboldt 2.6, Lander 1.2, Lyon 3.6, Mineral 1.4, Nye (northern portion) 1.2, Pershing 0.9, Storey 0.4, Washoe 53.5. Tot. Hslds.: 162,700.

RICHMOND, VA.— Albemarle 5.1, Amelia 0.6, Augusta 4.3, Brunswick 1.1, Buckingham 0.9, Caroline 1.4, Charles City 0.5, Charlottesville city 3.1, Chesterfield 11.9, Colonial Heights city 1.3, Cumberland 0.6, Dinwiddie 1.4, Emporia city 0.4, Essex 0.7, Fluvanna 0.9, Goochland 0.9, Greene 0.7, Greensville 0.8, Hanover 4.0, Henrico 16.2, Hopewell city 2.0, King and Queen 0.5, King William 0.8, Lancaster 0.9, Louisa 1.5, Lunenburg 1.0, Madison 0.8, Middlesex 0.7, New Kent 0.8, Northumberland 0.9, Nottoway 1.2, Orange 1.6, Petersburg city 3.4, Powhatan 0.9, Prince Edward 1.1, Prince George 1.5, Richmond 0.6, Richmond city 19.2, Staunton city 1.8, Sussex 0.8, Waynesboro city 1.3. Tot. Hslds.: 444,700.

ROANOKE-LYNCHBURG, VA.— Alleghany 1.3, Amherst 2.7, Appomattox 1.2, Bath 0.6, Bedford 3.4, Bedford city 0.6, Bland 0.8, Botetourt 2.4, Buena Vista city 0.6, Campbell 4.3, Carroll 2.7, Charlotte 1.1, Clifton Forge city 0.5, Covington city 0.9, Craig 0.4, Danville city 4.9, Floyd 1.2, Franklin 3.5, Galax city 0.8, Giles 1.7, Halifax 2.7, Henry 5.7, Highland 0.3, Lexington city 0.6, Lynchburg city 7.0, Martinsville city 1.8, Montgomery 6.3, Nelson 1.2, Pittsylvania 6.5, Pulaski 3.6, Radford city 1.1, Roanoke 7.2, Roanoke city 11.5, Rockbridge 1.8, Salem city 2.5, South Boston city 0.7, Wythe 2.6; W.VA.: Pocahontas 1.0. Tot. Hslds.: 380,700.

ALPHABETICAL LISTING OF S&MM TV MARKETS
With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

ROCHESTER, N.Y.— Livingston 5.6, Monroe 76.3, Ontario 9.4, Wayne 8.8. Tot. Hslds.: 345,800.

ROCHESTER-MASON CITY-AUSTIN, MINN.— IOWA: Cerro Gordo 13.0, Floyd 4.8, Franklin 3.5, Hancock 3.6, Howard 2.9, Kossuth 5.5, Mitchell 3.1, Winnebago 3.4, Worth 2.4; MINN.: Dodge 3.6, Faribault 6.2, Fillmore 5.5, Freeborn 9.4, Mower 10.4, Olmsted 23.8. Tot. Hslds.: 145,500.

ROCKFORD, ILL.— Boone 5.4, Ogle 9.1, Stephenson 9.9, Winnebago 40.5; WISC.: Rock 27.1. Tot. Hslds.: 188,800.

ROSWELL, N.M.— Chaves 35.9, Eddy 31.8, Lea (northern portion) 32.3. Tot. Hslds.: 55,700.

SACRAMENTO-STOCKTON, CALIF.— Amador 1.0, Calaveras 1.0, Colusa 0.5, Contra Costa (eastern portion) 3.0, El Dorado (western portion) 3.0, Nevada 2.7, Placer (western portion) 5.2, Plumas 0.9, Sacramento 37.9, San Joaquin 15.4, Sierra 0.2, Solano (eastern portion) 6.1, Stanislaus 12.0, Sutter 2.3, Tuolumne 1.7, Yolo 5.1, Yuba 2.1. Tot. Hslds.: 884,500.

ST. JOSEPH, MO.— Buchanan 67.3, Harrison 8.6, Holt 5.6, Nodaway 15.1, Worth 2.4. Tot. Hslds.: 48,800.

ST. LOUIS, MO.— ILL.: Bond 0.6, Calhoun 0.2, Clinton 1.1, Fayette 0.8, Greene 0.6, Jersey 0.7, Macoupin 1.8, Madison 8.6, Marion 1.6, Monroe 0.7, Montgomery 1.2, Perry 0.8, Randolph 1.2, St. Clair 8.8, Washington 0.6; MO.: Crawford 0.7, Franklin 2.5, Gasconade 0.5, Iron 0.4, Jefferson 5.0, Lincoln 0.8, Madison 0.4, Montgomery 0.4, Perry 0.6, Pike 0.6, Reynolds 0.3, St. Charles 5.1, Ste. Genevieve 0.5, St. Francois 1.5, St. Louis 34.2, St. Louis city 16.1, Warren 0.5, Washington 0.6. Tot. Hslds.: 1,046,000.

SALINAS-MONTEREY, CALIF.— Monterey 53.8, San Benito 4.6, Santa Cruz 41.6. Tot. Hslds.: 193,000.

SALISBURY, MD.— DEL.: Sussex 46.5; MD.: Somerset 8.2, Wicomico 29.8, Worcester 15.5. Tot. Hslds.: 81,800.

SALT LAKE CITY, UTAH— COLO.: Dolores 0.1; IDA.: Bear Lake 0.5, Caribou 0.6, Franklin 0.5, Oneida 0.2; NEV.: Elko 1.3, Eureka 0.1, White Pine 0.6; UTAH: Beaver 0.3, Box Elder 1.9, Cache 3.5, Carbon 1.5, Daggett 0.0, Davis 8.3, Duchesne 0.7, Emery 0.7, Garfield 0.2, Grand 0.6, Iron 1.0, Juab 0.3, Kane 0.3, Millard 0.6, Morgan 0.3, Piute 0.1, Rich 0.1, Salt Lake 40.4, San Juan 0.6, Sanpete 0.9, Sevier 0.9, Summit 0.7, Tooele 1.5, Uintah 1.3, Utah 12.0, Wasatch 0.5, Washington 1.6, Wayne 0.1, Weber 9.2; WYO.: Park 1.5, Sublette 0.3, Sweetwater 3.1, Uinta 1.1. Tot. Hslds.: 544,900.

SAN ANGELO, TEX.— Irion 1.4, Schleicher 2.7, Sutton 5.2, Tom Green 90.7. Tot. Hslds.: 39,800.

SAN ANTONIO, TEX.— Atascosa 1.8, Bandera 0.6, Bexar 69.1, Comal 2.9, De Witt 1.4, Dimmit 0.7, Edwards 0.1, Frio 0.8, Gillespie 1.1, Goliad 0.4, Gonzales 1.2, Guadalupe 3.5, Karnes 0.9, Kendall 0.8, Kerr 2.5, Kinney 0.2, La Salle 0.4, Lavaca 1.5, Live Oak 0.7, McMullen 0.1, Maverick 1.8, Medina 1.6, Real 0.2, Uvalde 1.5, Val Verde 2.3, Wilson 1.2, Zavala 0.6. Tot. Hslds.: 504,000.

SAN DIEGO, CALIF.— San Diego 100.0. Tot. Hslds.: 738,300.

SAN FRANCISCO, CALIF.— Alameda 21.5, Contra Costa (western portion) 11.5, Lake 0.9, Marin 4.6, Mendocino 1.3, Napa 1.9, San Francisco 14.4, San Mateo 11.5, Santa Clara 24.3, Solano (western portion) 1.8, Sonoma 6.3. Tot. Hslds.: 2,070,300.

SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO, CALIF.— San Luis Obispo 36.0, Santa Barbara 64.0. Tot. Hslds.: 182,900.

SAVANNAH, GA.— Appling 2.8, Bacon 1.7, Bryan 1.8, Bulloch 6.0, Candler 1.4, Chatham 38.2, Effingham 3.4, Evans 1.6, Jeff Davis 2.2, Liberty 6.2, Long 0.9, McIntosh 1.5, Montgomery 1.2, Pierce 2.2, Tattnall 3.0, Toombs 4.3, Wayne 3.6, Wheeler 0.9; S.C.: Beaufort 11.5, Hampton 3.3, Jasper 2.6. Tot. Hslds.: 186,100.

SEATTLE-TACOMA, WASH.— Clallam 1.9, Grays Harbor 2.3, Island 1.5, Jefferson 0.6, King 45.6, Kitsap 5.1, Kittitas (western portion) 0.2, Lewis 1.9, Mason 1.1, Pacific 0.6, Pierce 16.5, San Juan 0.3, Skagit 2.3, Snohomish 11.6, Thurston 4.6, Whatcom 3.7. Tot. Hslds.: 1,140,500.

SELMA, ALA.— Dallas 100.0. Tot. Hslds.: 17,700.

SHREVEPORT-TEXARKANA, LA.— ARK.: Columbia 2.1, Hempstead 1.9, Howard 1.1, Lafayette 0.8, Little River 1.1, Miller 3.1, Sevier 1.2; LA.: Bienville 1.3, Bossier 6.5, Caddo 21.3, Claiborne 1.4, De Soto 2.1, Natchitoches 3.2, Red River 0.8, Sabine 2.2, Webster 3.6; OKLA.: McCurtain 3.0; TEX.: Bowie 6.5, Camp 0.8, Cass 2.5, Franklin 0.6, Gregg 8.9, Harrison 4.3, Marion 1.0, Morris 1.3, Nacogdoches 4.0, Panola 1.8, Red River 1.4, Rusk 3.6, Shelby 2.1, Titus 1.9, Upshur 2.5. Tot. Hslds.: 446,000.

SIOUX CITY, IOWA— Buena Vista 5.3, Cherokee 4.1, Clay 5.2, Dickinson 4.3, Ida 2.3, Monona 3.0, O'Brien 4.2, Palo Alto 3.2, Plymouth 5.9, Sac 3.6, Sioux 6.9, Woodbury 24.9; NEB.: Cedar 2.7, Dakota 4.2, Dixon 1.7, Madison 8.1, Pierce 2.1, Stanton 1.6, Thurston 1.6, Wayne 2.3; S.D.: Union 2.8. Tot. Hslds.: 150,100.

SIOUX FALLS-MITCHELL, S.D.— IOWA: Lyon 1.9, Osceola 1.3; MINN.: Big Stone 1.2, Jackson 2.1, Lincoln 1.3, Murray 1.7, Nobles 3.4, Pipestone 1.9, Rock 1.7; NEB.: Boyd 0.6, Cherry 1.1, Knox 1.8; N.D.: Dickey 1.1; S.D.: Aurora 0.5, Beadle 3.2, Bon Homme 1.3, Brookings 3.6, Brown 5.8, Brule 0.8, Buffalo 0.2, Charles Mix 1.4, Clark 0.8, Clay 2.0, Codington 3.4, Davison 3.0, Day 1.3, Deuel 0.8, Dewey 0.6, Douglas 0.5, Edmunds 0.8, Faulk 0.5, Grant 1.4, Gregory 0.9, Hamlin 0.8, Hand 0.8, Hanson 0.5, Hughes 2.4, Hutchinson 1.4, Hyde 0.3, Jerauld 0.5, Jones 0.3, Kingsbury 1.1, Lake 1.7, Lincoln 2.1, Lyman 0.6, McCook 1.0, McPherson 0.6, Marshall 0.8, Mellette 0.3, Miner 0.6, Minnehaha 18.4, Moody 1.0, Potter 0.6, Roberts 1.6, Sanborn 0.5, Spink 1.4, Stanley 0.4, Sully 0.3, Todd 0.8, Tripp 1.1, Turner 1.5, Yankton 2.9. Tot. Hslds.: 236,100.

SOUTH BEND-ELKHART, IND.— Elkhart 17.7, Fulton 2.6, Kosciusko 7.9, La Grange 2.9, Marshall 5.1, Pulaski 1.6, St. Joseph 31.0, Starke 2.8; MICH.: Berrien 21.9, Cass 6.4. Tot. Hslds.: 283,700.

SPOKANE, WASH.— IDA.: Benewah 0.9, Bonner 2.9, Boundary 0.8, Clearwater 1.1, Idaho 1.7, Kootenai 7.3, Latah 3.2, Lewis 0.4, Nez Perce 3.9, Shoshone 2.0; MONT.: Lincoln 1.8; ORE.: Wallowa 0.9; WASH.: Adams 1.5, Asotin 2.1, Chelan 5.6, Columbia 0.5, Douglas 2.7, Ferry 0.6, Garfield 0.3, Grant 5.5, Lincoln 1.1, Okanogan 3.7, Pend Oreille 1.0, Spokane 41.1, Stevens 3.4, Whitman 4.1. Tot. Hslds.: 331,000.

SPRINGFIELD, MASS.— Franklin 10.9, Hampden 69.0, Hampshire 20.1. Tot. Hslds.: 234,500.

SPRINGFIELD, MO.— ARK.: Baxter 4.5, Boone 3.9, Carroll 2.5, Fulton 1.5, Marion 1.7, Newton 1.1; MO.: Barry 3.6, Benton 1.9, Camden 3.2, Cedar 1.8, Christian 3.2, Dade 1.1, Dallas 1.6, Dent 2.1, Douglas 1.7, Greene 26.8, Hickory 1.1, Howell 4.2, Laclede 3.5, Lawrence 4.1, Oregon 1.5, Ozark 1.2, Polk 2.6, Pulaski 3.7, St. Clair 1.2, Shannon 1.1, Stone 2.5, Taney 3.2, Texas 3.0, Webster 2.7, Wright 2.3. Tot. Hslds.: 275,300.

SPRINGFIELD-DECATUR-CHAMPAIGN, ILL.— Champaign 18.1, Christian 4.2, Coles 5.8, De Witt 2.1, Douglas 2.2, Effingham 3.5, Ford 1.7, Logan 3.4, Macon 15.0, Menard 1.3, Morgan 4.2, Moultrie 1.6, Piatt 1.9, Sangamon 21.5, Shelby 2.7, Vermilion 10.8. Tot. Hslds.: 333,400.

SYRACUSE, N.Y.— Cayuga 7.6, Cortland 4.7, Madison 5.9, Oneida (western portion) 8.5, Onondaga 46.6, Oswego 10.8, Schuyler 1.7, Seneca 3.2, Tompkins 8.6, Yates 2.3. Tot. Hslds.: 367,700.

TALLAHASSEE, FLA.— Gadsden 7.9, Hamilton 1.9, Jefferson 2.3, Lafayette 1.0, Leon 37.3, Madison 3.0, Taylor 3.9, Wakulla 2.6; GA.: Brooks 3.2, Decatur 5.4, Echols 0.5, Grady 4.2, Lowndes 15.0, Miller 1.6, Seminole 2.0, Thomas 8.2. Tot. Hslds.: 162,400.

TAMPA-ST. PETERSBURG, FLA.— Citrus 2.6, De Soto 0.7, Hardee 0.6, Hernando 2.0, Highlands 2.0, Hillsborough 24.1, Manatee 6.3, Pasco 8.8, Pinellas 32.1, Polk 11.7, Sarasota 9.3. Tot. Hslds.: 1,066,800.

TERRE HAUTE, IND.— ILL.: Clark 4.0, Clay 3.7, Crawford 4.9, Cumberland 2.6, Edgar 5.1, Jasper 2.5, Lawrence 4.1, Richland 4.2; IND.: Clay 5.7, Daviess 6.2, Greene 7.3, Knox 9.7, Martin 2.3, Parke 3.7, Sullivan 4.9, Vermillion 4.3, Vigo 24.7. Tot. Hslds.: 165,700.

TOLEDO, OHIO— MICH.: Lenawee 7.6; OHIO: Defiance 3.4, Fulton 3.3, Hancock 5.9, Hardin 2.9, Henry 2.5, Lucas 43.0, Ottawa 3.6, Putnam 2.6, Sandusky 5.5, Seneca 5.2, Williams 3.3, Wood 9.3, Wyandot 1.9. Tot. Hslds.: 408,700.

TOPEKA, KANS.— Clay 3.0, Coffey 2.8, Jackson 3.3, Lyon 10.3, Marshall 3.8, Morris 1.9, Nemaha 3.1, Osage 4.4, Pottawatomie 4.3, Riley 15.4, Shawnee 45.7, Wabaunsee 1.9. Tot. Hslds.: 133,800.

TRAVERSE CITY-CADILLAC, MICH.— Antrim 4.1, Benzie 2.8, Charlevoix 5.1, Cheboygan 5.2, Chippewa 6.3, Crawford 2.4, Emmet 5.6, Grand Traverse 14.0, Kalkaska 2.9, Lake 2.2, Leelanau 3.6, Luce 1.4, Mackinac 2.4, Manistee 6.0, Mason 6.7, Missaukee 2.4, Montmorency 2.0, Osceola 4.6, Oscoda 1.8, Otsego 3.7, Presque Isle 3.4, Roscommon 4.9, Wexford 6.3. Tot. Hslds.: 153,600.

TUCSON, ARIZ.— Cochise 11.7, Graham 2.6, Pima 82.3, Santa Cruz 2.5; N.M.: Hidalgo 0.8. Tot. Hslds.: 268,400.

TULSA, OKLA.— KANS.: Chautauqua 0.5, Montgomery 3.9; OKLA.: Adair 1.4, Cherokee 2.6, Craig 1.2, Creek 5.2, Delaware 2.2, Haskell 1.0, Latimer 0.8, McIntosh 1.5, Mayes 2.9, Muskogee 5.9, Nowata 1.0, Okfuskee 1.0, Okmulgee 3.4, Osage 3.6, Pawnee 1.4, Pittsburg 3.6, Rogers 4.1, Tulsa 44.3, Wagoner 3.7, Washington 4.6. Tot. Hslds.: 441,700.

TUSCALOOSA, ALA.— Tuscaloosa 100.0. Tot. Hslds.: 50,000.

TWIN FALLS, IDA.— Jerome 20.8, Lincoln 4.5, Twin Falls 74.6. Tot. Hslds.: 26,400.

TYLER, TEX.— Angelina 24.6, Cherokee 14.9, Houston 8.2, Smith 52.4. Tot. Hslds.: 97,800.

UTICA, N.Y.— Herkimer 23.3, Oneida (eastern portion) 56.2, Otsego 20.6. Tot. Hslds.: 103,600.

VICTORIA, TEX.— Victoria 100.0. Tot. Hslds.: 25,600.

WACO-TEMPLE, TEX.— Bell 26.2, Brazos 17.2, Burleson 2.1, Coryell 7.3, Falls 3.2, Lampasas 2.2, Leon 1.9, McLennan 29.8, Madison 1.5, Milam 3.9, Mills 0.9, Robertson 2.6, San Saba 1[illegible]. Tot. Hslds.: 221,600.

WASHINGTON, D.C.— District of Columbia 16.4; MD.: Allegany 1.9, Calvert 0.8, Charles 1.6, Frederick 2.7, Montgomery 14.4, Prince George's 15.2, St. Mary's 1.4, Washington 2.7; PA.: Franklin 2.8; VA.: Alexandria city 3.5, Arlington 4.8, Clarke 0.2, Culpeper 0.5, Fairfax 15.1, Fairfax city 0.5, Falls Church city 0.3, Fauquier 0.8, Frederick 0.8, Fredericksburg city 0.4, King George 0.2, Loudoun 1.4, Manassas city 0.4, Manassas Park city 0.1, Page 0.5, Prince William 3.2, Rappahannock 0.2, Shenandoah 0.7, Spotsylvania 0.8, Stafford 0.9, Warren 0.6, Westmoreland 0.4, Winchester city 0.6; W.VA.: Berkeley 1.2, Hampshire 0.4, Jefferson 0.7, Mineral 0.7, Morgan 0.3. Tot. Hslds.: 1,519,900.

WATERTOWN-CARTHAGE, N.Y.— Jefferson 40.9, Lewis 11.2, St. Lawrence 47.9. Tot. Hslds.: 77,700.

WAUSAU-RHINELANDER, WISC.— Adams 3.4, Clark 7.4, Forest 2.1, Langlade 4.6, Lincoln 6.3, Marathon 25.9, Oneida 8.1, Portage 12.6, Price 3.8, Taylor 4.1, Vilas 4.5, Wood 17.1. Tot. Hslds.: 157,900.

WEST PALM BEACH, FLA.— Indian River 7.1, Martin 8.3, Okeechobee 2.2, Palm Beach 72.2, St. Lucie 10.2. Tot. Hslds.: 376,000.

WHEELING-STEUBENVILLE, W.VA.— OHIO: Belmont 18.8, Carroll 5.4, Guernsey 9.5, Harrison 4.0, Jefferson 19.8, Monroe 3.8, Noble 2.5; W.VA.: Brooke 6.4, Marshall 8.9, Ohio 13.7, Tyler 2.5, Wetzel 4.7. Tot. Hslds.: 166,700.

WICHITA-HUTCHINSON, KANS.— Barber 0.6, Barton 3.0, Butler 4.1, Chase 0.3, Cheyenne 0.4, Clark 0.2, Comanche 0.2, Cowley 3.5, Decatur 0.4, Dickinson 1.9, Edwards 0.4, Elk 0.4, Ellis 2.4, Ellsworth 0.7, Finney 2.2, Ford 2.2, Gove 0.3, Graham 0.4, Grant 0.6, Gray 0.4, Greeley 0.2, Greenwood 0.9, Hamilton 0.2, Harper 0.8, Harvey 2.7, Haskell 0.3, Hodgeman 0.2, Kearny 0.3, Kingman 0.8, Kiowa 0.4, Lane 0.2, Lincoln 0.4, Logan 0.3, McPherson 2.5, Marion 1.2, Meade 0.4, Mitchell 0.8, Ness 0.4, Norton 0.6, Osborne 0.6, Ottawa 0.5, Pawnee 0.8, Pratt 1.0, Rawlins 0.4, Reno 6.2, Rice 1.1, Rooks 0.6, Rush 0.4, Russell 0.9, Saline 4.7, Scott 0.5, Sedgwick 34.8, Seward 1.6, Sheridan 0.3, Sherman 0.7, Stafford 0.6, Stanton 0.2, Stevens 0.4, Sumner 2.3, Thomas 0.7, Trego 0.4, Wallace 0.2, Wichita 0.3; NEB.: Dundy 0.3, Hitchcock 0.4; OKLA.: Beaver 0.7. Tot. Hslds.: 419,700.

WICHITA FALLS-LAWTON, TEX.— OKLA.: Comanche 23.3, Cotton 2.0, Jackson 6.8, Jefferson 2.1, Stephens 11.4, Tillman 3.0; TEX.: Archer 1.8, Baylor 1.3, Clay 2.5, Foard 0.6, Hardeman 1.6, Knox 1.2, Montague 4.6, Throckmorton 0.6, Wichita 28.4, Wilbarger 3.9, Young 5.2. Tot. Hslds.: 157,700.

WILKES BARRE-SCRANTON, PA.— Carbon 4.3, Clinton 2.9, Columbia 4.7, Lackawanna 17.4, Luzerne 26.8, Lycoming 9.1, Montour 1.2, Northumberland 8.1, Schuylkill 12.8, Snyder 2.4, Sullivan 0.5, Susquehanna 2.8, Union 2.2, Wayne 2.8, Wyoming 2.0. Tot. Hslds.: 479,300.

WILMINGTON, N.C.— Bladen 8.7, Brunswick 11.3, Columbus 14.5, New Hanover 32.5, Pender 6.4, Robeson 26.7. Tot. Hslds.: 125,700.

YAKIMA, WASH.— ORE.: Morrow 1.7, Umatilla 13.0; WASH.: Benton 25.8, Franklin 7.7, Kittitas (eastern portion) 4.0, Walla Walla 10.2, Yakima 37.6. Tot. Hslds.: 173,200.

YOUNGSTOWN, OHIO— Columbiana 14.8, Mahoning 37.2, Trumbull 31.5; PA.: Mercer 16.5. Tot. Hslds.: 279,200.

ZANESVILLE, OHIO— Muskingum 100.0. Tot. Hslds.: 30,900.

S&MM's SURVEY OF TELEVISION MARKETS

	S&MM ESTIMATES 1982												
	POPULATION—12/31/82										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thousands)								
STATE S&MM/ARBITRON TV MARKET (ADI)	Total Pop. (Thous.)	Total Households (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	Buying Power Index
1	2				3						4	5	6

1 The *Survey's* **TV Markets** are Arbitron's Areas of Dominant Influence (ADIs). Arbitron, which generates ratings of TV programs, studies each county for its measurable viewing patterns. The hours of viewing accorded each TV station whose signal reaches the county are totalled; then each station's percentage share of total viewing hours is calculated. The market or origin of the TV stations with the largest share of viewing hours becomes the ADI name of that market, and all counties whose largest viewing share is given to stations of that same market of origin are grouped within the ADI. (For its purposes, Arbitron splits certain counties, treating each portion as if it were a separate county). Each county (or portion) is allocated exclusively to a single ADI, thus eliminating overlap. All of the U.S. is covered except for Hawaii and Alaska.

2 **Population** is the number of **persons** living in the ADI on 12/31/82. It includes those living in colleges and hospitals, and armed forces personnel (and their dependents) permanently assigned to the area, but excludes tourists and transients. **Households** are units made up of all the people occupying a single housing unit under the rules of the 1980 Census of Population and Housing—such as a house, an apartment, a group of rooms, or a single room. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household. Two further refinements of total population are the number of **black persons** and **Spanish-origin persons** living in the ADI as of 12/31/82.

Caution: Although a county's population total will include all the people in the area, the household total will not do so because it excludes those living in group quarters. Thus if you calculate average Effective Buying Income per household, it must be recognized that this indicator will include the income of people not living in households.

3 **Population by Age Groups** was added to the *Survey* this year in recognition of the fact that advertisers evaluate TV markets primarily on the basis of audience characteristics. The age groups shown are those popularly associated with lifestyle phases. Thus the 2 to 11 age group is identified with the children's market; the 12 to 17 age group with the teenage market, the 18 to 24 age group with the young adult market, etc. The population totals represent the number of persons living in the ADI as of 12/31/82. Costs, of course, are also a major consideration in the selection of TV markets. However, these are determined as a result of negotiations and the laws of supply and demand; hence, any tabulation of such is usually outdated as soon as it appears.

4 **Effective Buying Income (EBI)**, a classification developed exclusively by Sales & Marketing Management, is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietors' income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Compensation paid to military, business, and diplomatic personnel stationed overseas is deducted from this total to arrive at Effective Buying Income.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying Income groups, as reported in the July 25 *Survey of Buying Power*, should be considered.

5 **Total Retail Sales** are net sales (minus refunds, allowances for returns, and taxes) of establishments engaged primarily in retail trade. Retail sales by such nonretailers as wholesalers and service establishments are not counted. In line with new Census Bureau policy, Total Retail Sales no longer includes: (1) sales and other taxes collected from customers, and (2) carrying charges or other charges for credit. Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation because the market's volume may be affected by the movement of shoppers to and from adjacent areas as well as by purchases by nonhousehold units such as businesses and the inhabitants of group quarters. They are actually a measure of the drawing power of local retail establishments.

6 **Buying Power Index (BPI)** is a weighted index that converts three basic elements—population, Effective Buying Income, and retail sales—into a measurement of a market's ability to buy, and expresses it as a percentage of the U.S. potential. It is calculated by giving a weight of 5 to the market's percent of the U.S. Effective Buying Income, 3 to its percent of U.S. retail sales, and 2 to its percent of U.S. population. The total of those weighted percents is then divided by 10 to arrive at the BPI. However, depending upon what your research has revealed about buyers of your product, you can construct your own customized BPI by using any of the factors contained in the tables and assigning to them what you think are relevant weights.

S&MM/ARBITRON TV MARKET (ADI) RANKING

POPULATION

ADI	(Thous.)	Rank
New York, N.Y.	17,831.3	1
Los Angeles, Calif.	11,945.8	2
Chicago, Ill.	8,475.6	3
Philadelphia, Pa.	6,976.1	4
Boston, Mass.	5,351.6	5
San Francisco, Calif.	5,270.1	6
Detroit, Mich.	4,690.1	7
Washington, D.C.	4,116.2	8
Cleveland, Ohio	3,856.2	9
Dallas - Ft. Worth, Tex.	3,826.0	10
Houston, Tex.	3,736.9	11
Pittsburgh, Pa.	3,214.7	12
Minneapolis - St. Paul, Minn.	3,147.1	13
Atlanta, Ga.	3,085.3	14
Seattle - Tacoma, Wash.	2,950.1	15
Miami, Fla.	2,941.3	16
St. Louis, Mo.	2,866.7	17
Tampa - St. Petersburg, Fla.	2,633.9	18
Denver, Colo.	2,428.2	19
Baltimore, Md.	2,383.3	20
Sacramento - Stockton, Calif.	2,312.1	21
Indianapolis, Ind.	2,240.5	22
Hartford - New Haven, Conn.	2,226.1	23
Phoenix, Ariz.	2,124.4	24
Portland, Ore.	2,124.2	25
San Diego, Calif.	1,996.4	26
Cincinnati, Ohio	1,939.0	27
Kansas City, Mo.	1,906.0	28
Milwaukee, Wisc.	1,896.9	29
Nashville, Tenn.	1,789.5	30
Charlotte, N.C.	1,775.1	31
Buffalo, N.Y.	1,767.2	32
Salt Lake City, Utah	1,733.6	33
New Orleans, La.	1,731.9	34
Memphis, Tenn.	1,656.9	35
Raleigh - Durham, N.C.	1,651.5	36
Orlando - Daytona Beach, Fla.	1,628.5	37
Grand Rapids - Kalamazoo - Battle Creek, Mich.	1,624.1	38
Columbus, Ohio	1,616.9	39
Greenville - Spartanburg - Asheville, S.C.-N.C.	1,607.3	40
Providence - New Bedford, R.I.-Mass.	1,545.6	41
Charleston - Huntington, W.Va.	1,516.4	42
San Antonio, Tex.	1,503.4	43
Oklahoma City, Okla.	1,482.6	44
Norfolk - Portsmouth - Newport News - Hampton, Va.	1,444.7	45
Louisville, Ky.	1,429.0	46
Harrisburg - York - Lancaster - Lebanon, Pa.	1,404.6	47
Birmingham, Ala.	1,336.4	48
Wilkes-Barre - Scranton, Pa.	1,303.2	49
Dayton, Ohio	1,302.3	50
Albany - Schenectady - Troy, N.Y.	1,295.6	51
Flint - Saginaw - Bay City, Mich.	1,280.1	52
Greensboro - Winston-Salem - High Point, N.C.	1,272.4	53
Richmond, Va.	1,240.0	54
Little Rock, Ark.	1,239.0	55
Shreveport - Texarkana, La.-Tex.-Ark.	1,235.8	56
Tulsa, Okla.	1,158.4	57
Mobile - Pensacola, Ala.-Fla.	1,151.0	58
Albuquerque, N.M.	1,147.4	59
Toledo, Ohio	1,140.4	60
Knoxville, Tenn.	1,134.1	61
Fresno, Calif.	1,120.4	62
Wichita - Hutchinson, Kans.	1,086.9	63
Jacksonville, Fla.	1,049.4	64
Syracuse, N.Y.	1,032.9	65
Roanoke - Lynchburg, Va.	1,010.8	66
Green Bay, Wisc.	989.2	67
Des Moines, Iowa	957.6	68
Rochester, N.Y.	943.0	69
Omaha, Neb.	924.6	70
Cedar Rapids - Waterloo - Dubuque, Iowa	907.2	71
West Palm Beach, Fla.	905.1	72
Springfield - Decatur - Champaign, Ill.	889.6	73
Davenport - Rock Island - Moline, Iowa-Ill.	887.6	74
Paducah - Cape Girardeau - Harrisburg, Ky.-Mo.-Ill.	887.0	75
Spokane, Wash.	884.3	76
Lexington, Ky.	863.2	77
Portland - Poland Spring, Maine	821.2	78
Jackson, Miss.	816.9	79
Johnstown - Altoona, Pa.	806.7	80
Chattanooga, Tenn.	803.3	81
South Bend - Elkhart, Ind.	785.3	82
Youngstown, Ohio	772.2	83
Bristol - Kingsport - Johnson City, Tenn.	754.4	84
Columbia, S.C.	752.2	85
Baton Rouge, La.	738.7	86
Springfield, Mo.	733.4	87
Tucson, Ariz.	725.9	88
Austin, Tex.	713.2	89
Evansville, Ind.	713.0	90
Huntsville - Decatur - Florence, Ala.	688.8	91
Burlington - Plattsburgh, Vt.-N.Y.	679.5	92
Lincoln - Hastings - Kearney, Neb.	678.9	93
Ft. Wayne, Ind.	663.3	94
Springfield, Mass.	648.3	95
El Paso, Tex.	647.1	96
Sioux Falls - Mitchell, S.D.	644.4	97
Waco - Temple, Tex.	632.4	98
Greenville - New Bern - Washington, N.C.	631.4	99
Lansing, Mich.	618.9	100
McAllen - Brownsville, Tex.	600.6	101
Augusta, Ga.	594.2	102
Peoria, Ill.	588.0	103
Fargo, N.D.	586.9	104
Savannah, Ga.	576.3	105
Charleston, S.C.	571.7	106
Colorado Springs - Pueblo, Colo.	552.2	107
Lafayette, La.	551.8	108
Salinas - Monterey, Calif.	544.7	109
Columbus, Ga.	538.9	110
Monroe - El Dorado, La.-Ark.	530.6	111
Las Vegas, Nev.	524.5	112
Madison, Wisc.	520.1	113
Rockford, Ill.	518.5	114
Montgomery, Ala.	491.7	115
Corpus Christi, Tex.	491.6	116
Amarillo, Tex.	485.3	117
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	431.8	118
Duluth - Superior, Minn.-Wisc.	478.6	119
Yakima, Wash.	475.8	120
Beaumont - Port Arthur, Tex.	471.1	121
Tallahassee, Fla.	461.9	122
Wheeling - Steubenville, W.Va.-Ohio	457.9	123
La Crosse - Eau Claire, Wisc.	453.8	124
Joplin - Pittsburg, Mo.-Kans.	453.4	125
Lubbock, Tex.	448.7	126
Wausau - Rhinelander, Wisc.	442.7	127
Columbus - Tupelo, Miss.	440.6	128
Terre Haute, Ind.	439.5	129
Eugene, Ore.	438.5	130
Wichita Falls - Lawton, Tex.-Okla.	436.2	131
Ft. Myers - Naples, Fla.	428.2	132
Binghamton, N.Y.	426.8	133
Macon, Ga.	424.0	134
Traverse City - Cadillac, Mich.	416.7	135
Reno, Nev.	411.7	136
Sioux City, Iowa	407.1	137
Boise, Ida.	405.4	138
Bluefield - Beckley - Oak Hill, W.Va.	396.6	139
Minot - Bismarck - Dickinson, N.D.	390.9	140
Columbia - Jefferson City, Mo.	388.9	141
Florence, S.C.	388.8	142
Rochester - Mason City - Austin, Minn.-Iowa	388.3	143
Erie, Pa.	374.8	144
Albany, Ga.	373.7	145
Chico - Redding, Calif.	371.5	146
Odessa - Midland, Tex.	367.2	147
Bakersfield, Calif.	366.4	148
Wilmington, N.C.	360.3	149
Topeka, Kans.	359.2	150
Ft. Smith, Ark.	354.8	151
Quincy - Hannibal, Ill.-Mo.	333.3	152
Idaho Falls - Pocatello, Ida.	325.3	153
Missoula - Butte, Mont.	323.2	154
Medford, Ore.	314.6	155
Bangor, Maine	310.5	156
Abilene - Sweetwater, Tex.	305.3	157
Utica, N.Y.	290.3	158
Dothan, Ala.	275.4	159
Tyler, Tex.	272.8	160
Rapid City, S.D.	270.4	161
Alexandria, La.	256.9	162
Clarksburg - Weston, W.Va.	249.8	163
Laurel - Hattiesburg, Miss.	247.3	164
Elmira, N.Y.	239.3	165
Watertown - Carthage, N.Y.	230.2	166
Salisbury, Md.	221.7	167
Greenwood - Greenville, Miss.	217.7	168
Lake Charles, La.	215.0	169
Meridian, Miss.	210.2	170
Billings - Hardin, Mont.	205.5	171
Gainesville, Fla.	199.6	172
El Centro - Yuma, Calif.-Ariz.	196.2	173
Ardmore - Ada, Okla.	184.8	174
Jonesboro, Ark.	183.2	175
Alexandria, Minn.	176.4	176
Great Falls, Mont.	176.4	176
Panama City, Fla.	174.8	178
Biloxi - Gulfport - Pascagoula, Miss.	172.7	179
Marquette, Mich.	161.8	180
Casper - Riverton, Wyo.	160.6	181
Roswell, N.M.	154.9	182
Jackson, Tenn.	151.3	183
Eureka, Calif.	148.9	184
Grand Junction, Colo.	146.6	185
Bowling Green, Ky.	142.5	186
Tuscaloosa, Ala.	142.2	187
Palm Springs, Calif.	139.1	188
Lafayette, Ind.	133.4	189
Cheyenne, Wyo.	132.4	190
St. Joseph, Mo.	129.5	191
Anniston, Ala.	122.4	192
Laredo, Tex.	116.5	193
Lima, Ohio	113.1	194
Harrisonburg, Va.	108.6	195
Parkersburg, W.Va.	102.9	196
San Angelo, Tex.	101.0	197
Mankato, Minn.	90.9	198
Presque Isle, Maine	89.1	199
Zanesville, Ohio	85.0	200
Twin Falls, Ida.	74.7	201
Victoria, Tex.	74.7	201
Bend, Ore.	68.7	203
Ottumwa - Kirksville, Iowa-Mo.	66.6	204
Selma, Ala.	52.8	205
Helena, Mont.	46.0	206
North Platte, Neb.	43.5	207
Alpena, Mich.	42.7	208
Glendive, Mont.	17.5	209

S&MM/ARBITRON TV MARKET (ADI) RANKING

HOUSEHOLDS

ADI	(Thous.)	Rank
New York, N.Y.	6,590.3	1
Los Angeles, Calif.	4,376.3	2
Chicago, Ill.	3,018.5	3
Philadelphia, Pa.	2,511.2	4
San Francisco, Calif.	2,070.3	5
Boston, Mass.	1,955.0	6
Detroit, Mich.	1,668.6	7
Washington, D.C.	1,519.9	8
Dallas - Ft. Worth, Tex.	1,430.3	9
Cleveland, Ohio	1,414.3	10
Houston, Tex.	1,361.8	11
Pittsburgh, Pa.	1,194.3	12
Minneapolis - St. Paul, Minn.	1,150.0	13
Miami, Fla.	1,148.1	14
Seattle - Tacoma, Wash.	1,140.5	15
Atlanta, Ga.	1,114.6	16
Tampa - St. Petersburg, Fla.	1,085.8	17
St. Louis, Mo.	1,046.0	18
Denver, Colo.	933.4	19
Sacramento - Stockton, Calif.	884.5	20
Baltimore, Md.	854.9	21
Portland, Ore.	822.0	22
Indianapolis, Ind.	816.4	23
Hartford - New Haven, Conn.	815.0	24
Phoenix, Ariz.	775.7	25
San Diego, Calif.	739.3	26
Kansas City, Mo.	718.2	27
Cincinnati, Ohio	700.5	28
Milwaukee, Wisc.	693.2	29
Nashville, Tenn.	644.6	30
Buffalo, N.Y.	643.2	31
Charlotte, N.C.	641.0	32
Orlando - Daytona Beach, Fla.	631.3	33
New Orleans, La.	612.3	34
Columbus, Ohio	598.1	35
Greenville - Spartanburg - Asheville, S.C.-N.C.	582.6	36
Raleigh - Durham, N.C.	580.9	37
Memphis, Tenn.	576.9	38
Grand Rapids - Kalamazoo - Battle Creek, Mich.	576.5	39
Oklahoma City, Okla.	566.7	40
Providence - New Bedford, R.I.-Mass.	564.9	41
Salt Lake City, Utah	544.9	42
Charleston - Huntington, W.Va.	533.5	43
Louisville, Ky.	512.0	44
Harrisburg - York - Lancaster - Lebanon, Pa.	510.9	45
San Antonio, Tex.	504.0	46
Norfolk - Portsmouth - Newport News - Hampton, Va.	499.1	47
Birmingham, Ala.	484.6	48
Dayton, Ohio	480.7	49
Wilkes-Barre - Scranton, Pa.	479.3	50
Albany - Schenectady - Troy, N.Y.	478.7	51
Greensboro - Winston-Salem - High Point, N.C.	472.6	52
Little Rock, Ark.	451.9	53
Shreveport - Texarkana, La.-Tex.-Ark.	448.0	54
Flint - Saginaw - Bay City, Mich.	447.6	55
Richmond, Va.	444.7	56
Tulsa, Okla.	441.7	57
Wichita - Hutchinson, Kans.	418.7	58
Knoxville, Tenn.	410.6	59
Toledo, Ohio	408.7	60
Mobile - Pensacola, Ala.-Fla.	400.3	61
Albuquerque, N.M.	399.7	62
Fresno, Calif.	387.5	63
Jacksonville, Fla.	382.3	64
West Palm Beach, Fla.	376.0	65
Syracuse, N.Y.	367.7	66
Des Moines, Iowa	361.8	67
Roanoke - Lynchburg, Va.	360.7	68
Green Bay, Wisc.	353.7	69
Rochester, N.Y.	345.0	70
Omaha, Neb.	343.0	71
Paducah - Cape Girardeau - Harrisburg, Ky.-Mo.-Ill.	336.8	72
Springfield - Decatur - Champaign, Ill.	333.4	73
Spokane, Wash.	331.0	74
Davenport - Rock Island - Moline, Iowa-Ill.	326.4	75
Cedar Rapids - Waterloo - Dubuque, Iowa	326.3	76
Lexington, Ky.	305.5	77
Portland - Poland Spring, Maine	304.6	78
Chattanooga, Tenn.	287.3	79
Johnstown - Altoona, Pa.	285.9	80
South Bend - Elkhart, Ind.	283.7	81
Youngstown, Ohio	279.2	82
Jackson, Miss.	275.9	83
Springfield, Mo.	275.3	84
Austin, Tex.	269.8	85
Bristol - Kingsport - Johnson City, Tenn.	269.1	86
Tucson, Ariz.	268.4	87
Evansville, Ind.	262.4	88
Lincoln - Hastings - Kearney, Neb.	258.1	89
Columbia, S.C.	250.9	90
Huntsville - Decatur - Florence, Ala.	247.0	91
Baton Rouge, La.	245.1	92
Burlington - Plattsburgh, Vt.-N.Y.	239.9	93
Ft. Wayne, Ind.	236.2	94
Sioux Falls - Mitchell, S.D.	236.1	95
Springfield, Mass.	234.5	96
Waco - Temple, Tex.	221.6	97
Lansing, Mich.	216.0	98
Greenville - New Bern - Washington, N.C.	215.1	99
Peoria, Ill.	214.3	100
Fargo, N.D.	212.5	101
Las Vegas, Nev.	203.7	102
Augusta, Ga.	201.5	103
Colorado Springs - Pueblo, Colo.	201.2	104
El Paso, Tex.	199.1	105
Madison, Wisc.	198.0	106
Savannah, Ga.	195.1	107
Salinas - Monterey, Calif.	193.0	108
Rockford, Ill.	189.6	109
Charleston, S.C.	187.7	110
Lafayette, La.	186.3	111
Monroe - El Dorado, La.-Ark.	184.9	112
Columbus, Ga.	184.6	113
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	182.9	114
Amarillo, Tex.	179.2	115
Duluth - Superior, Minn.-Wisc.	178.5	116
Ft. Myers - Naples, Fla.	177.4	117
Joplin - Pittsburg, Mo.-Kans.	175.1	118
Yakima, Wash.	173.2	119
Montgomery, Ala.	170.9	120
Beaumont - Port Arthur, Tex.	169.8	121
Eugene, Ore.	167.4	122
McAllen - Brownsville, Tex.	167.4	122
Wheeling - Steubenville, W.Va.-Ohio	166.7	124
Terre Haute, Ind.	165.7	125
Reno, Nev.	162.7	126
Tallahassee, Fla.	162.4	127
Corpus Christi, Tex.	161.6	128
La Crosse - Eau Claire, Wisc.	161.1	129
Wichita Falls - Lawton, Tex.-Okla.	157.7	130
Lubbock, Tex.	157.2	131
Wausau - Rhinelander, Wisc.	157.0	132
Binghamton, N.Y.	154.2	133
Traverse City - Cadillac, Mich.	153.0	134
Columbus - Tupelo, Miss.	150.1	135
Sioux City, Iowa	150.1	135
Rochester - Mason City - Austin, Minn.-Iowa	146.5	137
Boise, Ida.	146.4	138
Chico - Redding, Calif.	146.3	139
Macon, Ga.	145.8	140
Columbia - Jefferson City, Mo.	140.9	141
Bluefield - Beckley - Oak Hill, W.Va.	139.7	142
Minot - Bismarck - Dickinson, N.D.	138.9	143
Topeka, Kans.	133.8	144
Erie, Pa.	133.4	145
Bakersfield, Calif.	130.8	146
Odessa - Midland, Tex.	130.8	146
Florence, S.C.	130.7	148
Ft. Smith, Ark.	130.5	149
Albany, Ga.	126.6	150
Wilmington, N.C.	125.7	151
Quincy - Hannibal, Ill.-Mo.	124.5	152
Missoula - Butte, Mont.	120.3	153
Medford, Ore.	119.4	154
Abilene - Sweetwater, Tex.	114.3	155
Bangor, Maine	110.1	156
Idaho Falls - Pocatello, Ida.	108.1	157
Utica, N.Y.	103.6	158
Tyler, Tex.	97.6	159
Dothan, Ala.	96.3	160
Rapid City, S.D.	96.1	161
Clarksburg - Weston, W.Va.	89.6	162
Elmira, N.Y.	86.0	163
Alexandria, La.	85.3	164
Laurel - Hattiesburg, Miss.	85.2	165
Salisbury, Md.	81.9	166
Watertown - Carthage, N.Y.	77.7	167
Billings - Hardin, Mont.	76.7	168
Gainesville, Fla.	74.5	169
Lake Charles, La.	74.5	169
Meridian, Miss.	72.5	171
Ardmore - Ada, Okla.	69.7	172
Greenwood - Greenville, Miss.	68.2	173
Jonesboro, Ark.	68.2	173
Great Falls, Mont.	65.3	175
Panama City, Fla.	64.6	176
El Centro - Yuma, Calif.-Ariz.	64.0	177
Alexandria, Minn.	62.6	178
Eureka, Calif.	59.2	179
Biloxi - Gulfport - Pascagoula, Miss.	58.9	180
Casper - Riverton, Wyo.	56.9	181
Marquette, Mich.	56.5	182
Jackson, Tenn.	55.9	183
Roswell, N.M.	55.7	184
Grand Junction, Colo.	54.1	185
Palm Springs, Calif.	51.9	186
Bowling Green, Ky.	50.6	187
Cheyenne, Wyo.	50.1	188
Tuscaloosa, Ala.	50.0	189
St. Joseph, Mo.	49.8	190
Lafayette, Ind.	46.4	191
Anniston, Ala.	42.2	192
Lima, Ohio	40.3	193
Parkersburg, W.Va.	37.7	194
Harrisonburg, Va.	37.2	195
San Angelo, Tex.	36.6	196
Mankato, Minn.	33.5	197
Laredo, Tex.	31.4	198
Zanesville, Ohio	30.9	199
Presque Isle, Maine	29.9	200
Twin Falls, Ida.	26.4	201
Bend, Ore.	25.9	202
Victoria, Tex.	25.6	203
Ottumwa - Kirksville, Iowa-Mo.	25.2	204
Helena, Mont.	17.8	205
Selma, Ala.	17.7	206
North Platte, Neb.	16.2	207
Alpena, Mich.	15.8	208
Glendive, Mont.	6.6	209

S&MM/ARBITRON TV MARKET (ADI) RANKING

EFFECTIVE BUYING INCOME (EBI)

ADI	($000)	Rank
New York, N.Y.	195,799,030	1
Los Angeles, Calif.	125,790,192	2
Chicago, Ill.	88,789,978	3
Philadelphia, Pa.	68,445,143	4
San Francisco, Calif.	62,785,183	5
Boston, Mass.	54,253,502	6
Washington, D.C.	47,483,202	7
Detroit, Mich.	47,307,169	8
Houston, Tex.	41,596,282	9
Dallas - Ft. Worth, Tex.	39,543,434	10
Cleveland, Ohio	36,724,871	11
Seattle - Tacoma, Wash.	31,518,600	12
Minneapolis - St. Paul, Minn.	30,907,147	13
Pittsburgh, Pa.	30,599,483	14
Miami, Fla.	28,613,904	15
Atlanta, Ga.	26,960,990	16
St. Louis, Mo.	26,660,418	17
Denver, Colo.	24,908,552	18
Hartford - New Haven, Conn.	24,158,969	19
Tampa - St. Petersburg, Fla.	23,627,832	20
Baltimore, Md.	22,402,601	21
Sacramento - Stockton, Calif.	22,261,444	22
San Diego, Calif.	20,798,958	23
Portland, Ore.	19,449,275	24
Indianapolis, Ind.	19,255,734	25
Phoenix, Ariz.	18,575,892	26
Milwaukee, Wisc.	18,154,538	27
Kansas City, Mo.	18,088,690	28
Cincinnati, Ohio	17,923,489	29
Buffalo, N.Y.	16,014,161	30
New Orleans, La.	15,261,283	31
Nashville, Tenn.	14,957,055	32
Columbus, Ohio	14,709,670	33
Grand Rapids - Kalamazoo - Battle Creek, Mich.	14,552,839	34
Oklahoma City, Okla.	14,346,866	35
Orlando - Daytona Beach, Fla.	14,104,668	36
Charlotte, N.C.	14,005,419	37
Providence - New Bedford, R.I.-Mass.	13,899,714	38
Salt Lake City, Utah	13,271,446	39
Harrisburg - York - Lancaster - Lebanon, Pa.	13,152,419	40
Raleigh - Durham, N.C.	12,517,343	41
Albany - Schenectady - Troy, N.Y.	12,222,858	42
Memphis, Tenn.	12,166,701	43
San Antonio, Tex.	12,113,479	44
Norfolk - Portsmouth - Newport News - Hampton, Va.	12,020,586	45
Dayton, Ohio	11,984,349	46
Greenville - Spartanburg - Asheville, S.C.-N.C.	11,888,001	47
Louisville, Ky.	11,436,783	48
Flint - Saginaw - Bay City, Mich.	11,297,284	49
Charleston - Huntington, W.Va.	11,177,873	50
Tulsa, Okla.	10,779,553	51
Richmond, Va.	10,715,393	52
Wichita - Hutchinson, Kans.	10,579,683	53
Greensboro - Winston-Salem - High Point, N.C.	10,341,223	54
Toledo, Ohio	10,326,685	55
Wilkes-Barre - Scranton, Pa.	10,172,819	56
Rochester, N.Y.	10,168,337	57
Birmingham, Ala.	10,167,509	58
Shreveport - Texarkana, La.-Tex.-Ark.	10,030,576	59
West Palm Beach, Fla.	9,750,028	60
Syracuse, N.Y.	9,742,800	61
Fresno, Calif.	9,372,580	62
Little Rock, Ark.	9,200,000	63
Mobile - Pensacola, Ala.-Fla.	9,183,056	64
Des Moines, Iowa	8,962,947	65
Omaha, Neb.	8,782,054	66
Jacksonville, Fla.	8,733,087	67
Albuquerque, N.M.	8,703,636	68
Davenport - Rock Island - Moline, Iowa-Ill.	8,702,858	69
Knoxville, Tenn.	8,509,820	70
Springfield - Decatur - Champaign, Ill.	8,371,280	71
Cedar Rapids - Waterloo - Dubuque, Iowa	8,117,465	72
Green Bay, Wisc.	8,105,991	73
Roanoke - Lynchburg, Va.	7,632,372	74
Spokane, Wash.	7,232,818	75
Youngstown, Ohio	6,943,064	76
Austin, Tex.	6,844,333	77
Portland - Poland Spring, Maine	6,689,176	78
South Bend - Elkhart, Ind.	6,567,435	79
Paducah - Cape Girardeau - Harrisburg, Ky.-Mo.-Ill.	6,561,736	80
Baton Rouge, La.	6,533,303	81
Johnstown - Altoona, Pa.	6,260,512	82
Lexington, Ky.	6,245,478	83
Chattanooga, Tenn.	6,065,116	84
Peoria, Ill.	6,045,022	85
Lincoln - Hastings - Kearney, Neb.	5,875,565	86
Evansville, Ind.	5,856,565	87
Tucson, Ariz.	5,851,128	88
Jackson, Miss.	5,790,673	89
Lansing, Mich.	5,788,573	90
Springfield, Mass.	5,722,833	91
Bristol - Kingsport - Johnson City, Tenn.	5,563,230	92
Columbia, S.C.	5,506,054	93
Ft. Wayne, Ind.	5,464,408	94
Burlington - Plattsburgh, Vt.-N.Y.	5,386,174	95
Salinas - Monterey, Calif.	5,282,531	96
Huntsville - Decatur - Florence, Ala.	5,269,180	97
Waco - Temple, Tex.	5,162,576	98
Springfield, Mo.	5,151,793	99
Las Vegas, Nev.	5,145,717	100
Sioux Falls - Mitchell, S.D.	5,010,656	101
Rockford, Ill.	4,999,937	102
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	4,982,499	103
Fargo, N.D.	4,875,016	104
Madison, Wisc.	4,781,637	105
Lafayette, La.	4,692,303	106
Beaumont - Port Arthur, Tex.	4,528,710	107
Colorado Springs - Pueblo, Colo.	4,483,961	108
El Paso, Tex.	4,372,056	109
Yakima, Wash.	4,360,561	110
Amarillo, Tex.	4,301,863	111
Reno, Nev.	4,178,208	112
Greenville - New Bern - Washington, N.C.	4,173,386	113
Augusta, Ga.	4,126,524	114
Savannah, Ga.	4,084,700	115
Ft. Myers - Naples, Fla.	4,082,044	116
Corpus Christi, Tex.	4,017,745	117
Charleston, S.C.	3,991,958	118
Duluth - Superior, Minn.-Wisc.	3,920,238	119
Odessa - Midland, Tex.	3,869,607	120
Binghamton, N.Y.	3,807,645	121
Wheeling - Steubenville, W.Va.-Ohio	3,774,142	122
Wichita Falls - Lawton, Tex.-Okla.	3,713,799	123
Lubbock, Tex.	3,598,046	124
Columbus, Ga.	3,580,157	125
Monroe - El Dorado, La.-Ark.	3,558,901	126
Minot - Bismarck - Dickinson, N.D.	3,472,631	127
La Crosse - Eau Claire, Wisc.	3,446,589	128
Terre Haute, Ind.	3,411,599	129
Joplin - Pittsburg, Mo.-Kans.	3,403,604	130
Bakersfield, Calif.	3,390,335	131
Rochester - Mason City - Austin, Minn.-Iowa	3,379,501	132
Eugene, Ore.	3,377,292	133
Montgomery, Ala.	3,370,588	134
Wausau - Rhinelander, Wisc.	3,365,189	135
Topeka, Kans.	3,320,329	136
Sioux City, Iowa	3,303,263	137
McAllen - Brownsville, Tex.	3,300,592	138
Tallahassee, Fla.	3,274,353	139
Macon, Ga.	3,224,989	140
Erie, Pa.	3,214,105	141
Boise, Ida.	3,174,872	142
Columbia - Jefferson City, Mo.	3,139,354	143
Traverse City - Cadillac, Mich.	3,069,301	144
Chico - Redding, Calif.	2,993,761	145
Bluefield - Beckley - Oak Hill, W.Va.	2,710,708	146
Columbus - Tupelo, Miss.	2,665,946	147
Ft. Smith, Ark.	2,630,012	148
Missoula - Butte, Mont.	2,592,078	149
Quincy - Hannibal, Ill.-Mo.	2,587,215	150
Florence, S.C.	2,546,362	151
Abilene - Sweetwater, Tex.	2,545,621	152
Idaho Falls - Pocatello, Ida.	2,484,558	153
Utica, N.Y.	2,470,886	154
Wilmington, N.C.	2,413,181	155
Tyler, Tex.	2,407,954	156
Rapid City, S.D.	2,385,606	157
Albany, Ga.	2,359,867	158
Medford, Ore.	2,272,042	159
Bangor, Maine	2,196,013	160
Elmira, N.Y.	1,991,686	161
Lake Charles, La.	1,932,106	162
Dothan, Ala.	1,848,750	163
Alexandria, La.	1,797,530	164
Billings - Hardin, Mont.	1,764,828	165
Salisbury, Md.	1,708,771	166
Laurel - Hattiesburg, Miss.	1,695,611	167
Clarksburg - Weston, W.Va.	1,687,638	168
Watertown - Carthage, N.Y.	1,664,314	169
Casper - Riverton, Wyo.	1,617,470	170
Gainesville, Fla.	1,577,776	171
Great Falls, Mont.	1,467,046	172
Biloxi - Gulfport - Pascagoula, Miss.	1,352,577	173
Ardmore - Ada, Okla.	1,329,731	174
Meridian, Miss.	1,325,901	175
El Centro - Yuma, Calif.-Ariz.	1,325,726	176
Palm Springs, Calif.	1,277,250	177
Roswell, N.M.	1,269,045	178
Grand Junction, Colo.	1,243,148	179
Eureka, Calif.	1,242,053	180
Panama City, Fla.	1,195,504	181
Lafayette, Ind.	1,186,644	182
Cheyenne, Wyo.	1,179,926	183
Marquette, Mich.	1,177,398	184
Jonesboro, Ark.	1,165,410	185
Alexandria, Minn.	1,138,625	186
Greenwood - Greenville, Miss.	1,115,562	187
St. Joseph, Mo.	1,072,448	188
Jackson, Tenn.	1,064,230	189
Tuscaloosa, Ala.	1,015,239	190
Lima, Ohio	953,191	191
San Angelo, Tex.	941,596	192
Bowling Green, Ky.	929,139	193
Anniston, Ala.	906,828	194
Parkersburg, W.Va.	857,776	195
Mankato, Minn.	757,320	196
Harrisonburg, Va.	742,783	197
Victoria, Tex.	724,297	198
Zanesville, Ohio	665,411	199
Laredo, Tex.	613,061	200
Presque Isle, Maine	595,458	201
Twin Falls, Ida.	557,381	202
Bend, Ore.	513,329	203
Helena, Mont.	431,479	204
Ottumwa - Kirksville, Iowa-Mo.	425,981	205
North Platte, Neb.	375,150	206
Alpena, Mich.	322,259	207
Selma, Ala.	285,223	208
Glendive, Mont.	154,084	209

TOTAL RETAIL SALES

ADI	($000)	Rank
New York, N.Y.	79,196,713	1
Los Angeles, Calif.	60,131,084	2
Chicago, Ill.	40,206,869	3
Philadelphia, Pa.	32,191,946	4
San Francisco, Calif.	29,026,690	5
Boston, Mass.	28,619,796	6
Detroit, Mich.	24,175,227	7
Houston, Tex.	22,904,568	8
Washington, D.C.	22,322,365	9
Dallas - Ft. Worth, Tex.	21,916,518	10
Cleveland, Ohio	17,872,353	11
Miami, Fla.	16,583,237	12
Minneapolis - St. Paul, Minn.	15,987,449	13
Seattle - Tacoma, Wash.	15,741,794	14
Atlanta, Ga.	14,604,127	15
Pittsburgh, Pa.	14,293,425	16
St. Louis, Mo.	13,451,078	17
Tampa - St. Petersburg, Fla.	13,135,696	18
Denver, Colo.	13,130,847	19
Baltimore, Md.	11,306,495	20
Sacramento - Stockton, Calif.	11,029,922	21
Portland, Ore.	10,773,276	22
Hartford - New Haven, Conn.	10,537,797	23
Indianapolis, Ind.	10,516,773	24
San Diego, Calif.	9,831,914	25
Kansas City, Mo.	9,764,531	26
Phoenix, Ariz.	9,230,723	27
Milwaukee, Wisc.	8,537,860	28
Cincinnati, Ohio	8,320,024	29
Buffalo, N.Y.	8,205,390	30
Orlando - Daytona Beach, Fla.	8,193,526	31
New Orleans, La.	7,685,455	32
Oklahoma City, Okla.	7,587,231	33
Nashville, Tenn.	7,456,349	34
Charlotte, N.C.	7,391,797	35
Columbus, Ohio	7,211,830	36
Salt Lake City, Utah	7,093,607	37
Grand Rapids - Kalamazoo - Battle Creek, Mich.	7,011,311	38
Providence - New Bedford, R.I.-Mass.	6,879,510	39
San Antonio, Tex.	6,734,189	40
Greenville - Spartanburg - Asheville, S.C.-N.C.	6,674,456	41
Norfolk - Portsmouth - Newport News - Hampton, Va.	6,644,151	42
Charleston - Huntington, W.Va.	6,509,266	43
Raleigh - Durham, N.C.	6,470,102	44
Harrisburg - York - Lancaster - Lebanon, Pa.	6,437,676	45
Louisville, Ky.	6,427,700	46
Memphis, Tenn.	6,331,846	47
Albany - Schenectady - Troy, N.Y.	6,140,908	48
Flint - Saginaw - Bay City, Mich.	6,009,611	49
Richmond, Va.	5,935,151	50
Tulsa, Okla.	5,879,764	51
Dayton, Ohio	5,685,221	52
Birmingham, Ala.	5,583,408	53
Greensboro - Winston-Salem - High Point, N.C.	5,568,252	54
Wichita - Hutchinson, Kans.	5,345,837	55
Little Rock, Ark.	5,294,842	56
Shreveport - Texarkana, La.-Tex.-Ark.	5,274,525	57
Albuquerque, N.M.	5,181,677	58
Toledo, Ohio	5,013,084	59
Jacksonville, Fla.	4,995,133	60
West Palm Beach, Fla.	4,948,369	61
Mobile - Pensacola, Ala.-Fla.	4,854,812	62
Wilkes-Barre - Scranton, Pa.	4,794,859	63
Des Moines, Iowa	4,783,988	64
Fresno, Calif.	4,735,938	65
Knoxville, Tenn.	4,706,404	66
Rochester, N.Y.	4,684,378	67
Syracuse, N.Y.	4,641,038	68
Roanoke - Lynchburg, Va.	4,341,637	69
Omaha, Neb.	4,297,742	70
Springfield - Decatur - Champaign, Ill.	4,295,881	71
Portland - Poland Spring, Maine	4,210,709	72
Davenport - Rock Island - Moline, Iowa-Ill.	4,116,651	73
Cedar Rapids - Waterloo - Dubuque, Iowa	4,042,187	74
Paducah - Cape Girardeau - Harrisburg, Ky.-Mo.-Ill.	3,984,935	75
Lexington, Ky.	3,938,171	76
Green Bay, Wisc.	3,893,452	77
Spokane, Wash.	3,784,483	78
Austin, Tex.	3,683,186	79
South Bend - Elkhart, Ind.	3,521,102	80
Springfield, Mass.	3,378,469	81
Youngstown, Ohio	3,354,932	82
Johnstown - Altoona, Pa.	3,329,781	83
Lincoln - Hastings - Kearney, Neb.	3,295,960	84
Evansville, Ind.	3,250,443	85
Burlington - Plattsburgh, Vt.-N.Y.	3,211,785	86
Las Vegas, Nev.	3,150,254	87
Chattanooga, Tenn.	3,135,029	88
Springfield, Mo.	3,128,192	89
Jackson, Miss.	3,080,522	90
Tucson, Ariz.	3,056,240	91
Baton Rouge, La.	3,035,434	92
Columbia, S.C.	2,996,828	93
Bristol - Kingsport - Johnson City, Tenn.	2,951,692	94
Sioux Falls - Mitchell, S.D.	2,947,703	95
Ft. Wayne, Ind.	2,843,303	96
Fargo, N.D.	2,797,528	97
Lansing, Mich.	2,789,735	98
Peoria, Ill.	2,762,062	99
Huntsville - Decatur - Florence, Ala.	2,742,980	100
Waco - Temple, Tex.	2,733,731	101
Amarillo, Tex.	2,710,190	102
Reno, Nev.	2,664,053	103
El Paso, Tex.	2,657,978	104
Beaumont - Port Arthur, Tex.	2,639,569	105
Salinas - Monterey, Calif.	2,611,682	106
Madison, Wisc.	2,504,743	107
Yakima, Wash.	2,433,035	108
Ft. Myers - Naples, Fla.	2,423,150	109
Odessa - Midland, Tex.	2,407,073	110
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	2,405,560	111
Lafayette, La.	2,394,401	112
Colorado Springs - Pueblo, Colo.	2,388,970	113
Lubbock, Tex.	2,369,452	114
Greenville - New Bern - Washington, N.C.	2,367,383	115
Corpus Christi, Tex.	2,301,009	116
Eugene, Ore.	2,299,257	117
Savannah, Ga.	2,297,114	118
McAllen - Brownsville, Tex.	2,295,571	119
Rockford, Ill.	2,255,624	120
Augusta, Ga.	2,111,655	121
Charleston, S.C.	2,071,883	122
Wichita Falls - Lawton, Tex.-Okla.	2,041,868	123
Duluth - Superior, Minn.-Wisc.	2,001,909	124
Bluefield - Beckley - Oak Hill, W.Va.	1,953,771	125
Terre Haute, Ind.	1,949,072	126
Boise, Ida.	1,940,211	127
Columbus, Ga.	1,913,949	128
Tallahassee, Fla.	1,909,037	129
Binghamton, N.Y.	1,873,287	130
Rochester - Mason City - Austin, Minn.-Iowa	1,872,963	131
Joplin - Pittsburg, Mo.-Kans.	1,872,549	132
Monroe - El Dorado, La.-Ark.	1,870,989	133
Sioux City, Iowa	1,864,939	134
Traverse City - Cadillac, Mich.	1,863,734	135
Bakersfield, Calif.	1,862,331	136
Wheeling - Steubenville, W.Va.-Ohio	1,847,460	137
Montgomery, Ala.	1,841,544	138
La Crosse - Eau Claire, Wisc.	1,800,780	139
Macon, Ga.	1,775,671	140
Columbia - Jefferson City, Mo.	1,775,290	141
Minot - Bismarck - Dickinson, N.D.	1,770,005	142
Ft. Smith, Ark.	1,719,679	143
Idaho Falls - Pocatello, Ida.	1,708,706	144
Wausau - Rhinelander, Wisc.	1,705,016	145
Florence, S.C.	1,684,137	146
Missoula - Butte, Mont.	1,660,374	147
Chico - Redding, Calif.	1,658,750	148
Medford, Ore.	1,639,605	149
Erie, Pa.	1,562,873	150
Abilene - Sweetwater, Tex.	1,555,701	151
Topeka, Kans.	1,531,851	152
Columbus - Tupelo, Miss.	1,508,893	153
Rapid City, S.D.	1,452,628	154
Bangor, Maine	1,410,182	155
Tyler, Tex.	1,379,275	156
Albany, Ga.	1,356,327	157
Wilmington, N.C.	1,353,435	158
Quincy - Hannibal, Ill.-Mo.	1,317,636	159
Utica, N.Y.	1,274,533	160
Billings - Hardin, Mont.	1,208,522	161
Salisbury, Md.	1,164,915	162
Casper - Riverton, Wyo.	1,090,305	163
Lake Charles, La.	1,021,302	164
Dothan, Ala.	1,003,301	165
Great Falls, Mont.	986,779	166
Clarksburg - Weston, W.Va.	986,577	167
Laurel - Hattiesburg, Miss.	977,433	168
Watertown - Carthage, N.Y.	968,757	169
Elmira, N.Y.	938,749	170
Gainesville, Fla.	906,128	171
Alexandria, La.	831,099	172
Roswell, N.M.	819,258	173
El Centro - Yuma, Calif.-Ariz.	812,981	174
Panama City, Fla.	782,787	175
Grand Junction, Colo.	777,983	176
Cheyenne, Wyo.	767,147	177
Jonesboro, Ark.	765,669	178
Biloxi - Gulfport - Pascagoula, Miss.	749,602	179
Meridian, Miss.	747,852	180
Greenwood - Greenville, Miss.	708,969	181
Ardmore - Ada, Okla.	689,093	182
Alexandria, Minn.	682,411	183
St. Joseph, Mo.	670,482	184
Palm Springs, Calif.	667,443	185
Eureka, Calif.	667,185	186
Parkersburg, W.Va.	638,922	187
San Angelo, Tex.	636,382	188
Bowling Green, Ky.	632,861	189
Marquette, Mich.	627,001	190
Laredo, Tex.	618,318	191
Jackson, Tenn.	614,044	192
Lafayette, Ind.	607,795	193
Tuscaloosa, Ala.	602,212	194
Lima, Ohio	568,147	195
Victoria, Tex.	518,358	196
Mankato, Minn.	502,171	197
Anniston, Ala.	494,060	198
Harrisonburg, Va.	416,548	199
Bend, Ore.	416,133	200
Presque Isle, Maine	400,963	201
Zanesville, Ohio	330,076	202
Twin Falls, Ida.	316,921	203
Ottumwa - Kirksville, Iowa-Mo.	262,395	204
Helena, Mont.	262,197	205
North Platte, Neb.	236,428	206
Selma, Ala.	2[illegible]1,617	207
Alpena, Mich.	180,683	208
Glendive, Mont.	104,153	209

S&MM/ARBITRON TV MARKET (ADI) RANKING

BUYING POWER INDEX (BPI)

ADI	BPI	Rank
New York, N.Y.	[redacted]	1
Los Angeles, Calif.	5.5616	2
Chicago, Ill.	[redacted]	3
Philadelphia, Pa.	3.0523	4
San Francisco, Calif.	[redacted]	5
Boston, Mass.	[redacted]	6
Detroit, Mich.	2.1514	7
Washington, D.C.	2.0554	8
Houston, Tex.	1.9028	9
Dallas - Ft. Worth, Tex.	1.8369	10
Cleveland, Ohio	1.6638	11
Minneapolis - St. Paul, Minn.	1.4183	12
Seattle - Tacoma, Wash.	1.4083	13
Pittsburgh, Pa.	1.3706	14
Miami, Fla.	1.3635	15
Atlanta, Ga.	1.2841	16
St. Louis, Mo.	1.2266	17
Denver, Colo.	1.1398	18
Tampa - St. Petersburg, Fla.	1.1278	19
Hartford - New Haven, Conn.	1.0347	20
Baltimore, Md.	1.0286	21
Sacramento - Stockton, Calif.	1.0119	22
Portland, Ore.	.9236	23
Indianapolis, Ind.	.9224	24
San Diego, Calif.	.9185	25
Phoenix, Ariz.	.8617	26
Kansas City, Mo.	.8468	27
Milwaukee, Wisc.	.8138	28
Cincinnati, Ohio	.8058	29
Buffalo, N.Y.	.7445	30
New Orleans, La.	.7098	31
Nashville, Tenn.	.7010	32
Orlando - Daytona Beach, Fla.	.6877	33
Charlotte, N.C.	.6757	34
Columbus, Ohio	.6744	35
Grand Rapids - Kalamazoo - Battle Creek, Mich.	.6660	36
Oklahoma City, Okla.	.6646	37
Salt Lake City, Utah	.6490	38
Providence - New Bedford, R.I.-Mass.	.6402	39
Raleigh - Durham, N.C.	.6066	40
Harrisburg - York - Lancaster - Lebanon, Pa.	.5988	41
Memphis, Tenn.	.5959	42
Greenville - Spartanburg - Asheville, S.C.-N.C.	.5935	43
San Antonio, Tex.	.5920	44
Norfolk - Portsmouth - Newport News - Hampton, Va.	.5821	45
Charleston - Huntington, W.Va.	.5656	46
Louisville, Ky.	.5610	47
Albany - Schenectady - Troy, N.Y.	.5601	48
Dayton, Ohio	.5427	49
Flint - Saginaw - Bay City, Mich.	.5336	50
Richmond, Va.	.5151	51
Tulsa, Okla.	.5080	52
Birmingham, Ala.	.5008	53
Greensboro - Winston-Salem - High Point, N.C.	.4993	54
Wichita - Hutchinson, Kans.	.4825	55
Shreveport - Texarkana, La.-Tex.-Ark.	.4811	56
Wilkes-Barre - Scranton, Pa.	.4769	57
Toledo, Ohio	.4725	58
Little Rock, Ark.	.4628	59
Rochester, N.Y.	.4430	60
Mobile - Pensacola, Ala.-Fla.	.4425	61
Fresno, Calif.	.4418	62
Albuquerque, N.M.	.4405	63
Syracuse, N.Y.	.4396	64
West Palm Beach, Fla.	.4375	65
Jacksonville, Fla.	.4277	66
Knoxville, Tenn.	.4214	67
Des Moines, Iowa	.4191	68
Omaha, Neb.	.3990	69
Davenport - Rock Island - Moline, Iowa-Ill.	.3887	70
Springfield - Decatur - Champaign, Ill.	.3857	71
Roanoke - Lynchburg, Va.	.3807	72
Green Bay, Wisc.	.3783	73
Cedar Rapids - Waterloo - Dubuque, Iowa	.3750	74
Spokane, Wash.	.3457	75
Portland - Poland Spring, Maine	.3395	76
Paducah - Cape Girardeau - Harrisburg, Ky.-Mo.-Ill.	.3350	77
Lexington, Ky.	.3257	78
Austin, Tex.	.3193	79
Youngstown, Ohio	.3177	80
South Bend - Elkhart, Ind.	.3117	81
Johnstown - Altoona, Pa.	.3042	82
Baton Rouge, La.	.2966	83
Chattanooga, Tenn.	.2940	84
Jackson, Miss.	.2877	85
Evansville, Ind.	.2845	86
Lincoln - Hastings - Kearney, Neb.	.2836	87
Tucson, Ariz.	.2801	88
Springfield, Mass.	.2796	89
Bristol - Kingsport - Johnson City, Tenn.	.2734	90
Columbia, S.C.	.2733	91
Burlington - Plattsburgh, Vt.-N.Y.	.2698	92
Springfield, Mo.	.2667	93
Peoria, Ill.	.2658	94
Lansing, Mich.	.2623	95
Ft. Wayne, Ind.	.2600	96
Huntsville - Decatur - Florence, Ala.	.2554	97
Sioux Falls - Mitchell, S.D.	.2515	98
Las Vegas, Nev.	.2494	99
Waco - Temple, Tex.	.2477	100
Salinas - Monterey, Calif.	.2397	101
Fargo, N.D.	.2392	102
El Paso, Tex.	.2287	103
Madison, Wisc.	.2229	104
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	.2216	105
Rockford, Ill.	.2211	106
Lafayette, La.	.2206	107
Beaumont - Port Arthur, Tex.	.2167	108
Colorado Springs - Pueblo, Colo.	.2159	109
Greenville - New Bern - Washington, N.C.	.2148	110
Amarillo, Tex.	.2137	111
Yakima, Wash.	.2073	112
Savannah, Ga.	.2060	113
Reno, Nev.	.2042	114
Augusta, Ga.	.2041	115
Charleston, S.C.	.1976	116
Corpus Christi, Tex.	.1976	116
Ft. Myers - Naples, Fla.	.1970	118
McAllen - Brownsville, Tex.	.1898	119
Lubbock, Tex.	.1860	120
Odessa - Midland, Tex.	.1860	120
Duluth - Superior, Minn.-Wisc.	.1854	122
Columbus, Ga.	.1809	123
Wichita Falls - Lawton, Tex.-Okla.	.1791	124
Monroe - El Dorado, La.-Ark.	.1789	125
Eugene, Ore.	.1781	126
Wheeling - Steubenville, W.Va.-Ohio	.1770	127
Binghamton, N.Y.	.1756	128
Montgomery, Ala.	.1699	129
Terre Haute, Ind.	.1697	130
Joplin - Pittsburg, Mo.-Kans.	.1684	131
La Crosse - Eau Claire, Wisc.	.1668	132
Tallahassee, Fla.	.1665	133
Rochester - Mason City - Austin, Minn.-Iowa	.1622	134
Wausau - Rhinelander, Wisc.	.1622	134
Sioux City, Iowa	.1618	136
Minot - Bismarck - Dickinson, N.D.	.1615	137
Boise, Ida.	.1610	138
Bakersfield, Calif.	.1602	139
Macon, Ga.	.1589	140
Traverse City - Cadillac, Mich.	.1573	141
Columbia - Jefferson City, Mo.	.1543	142
Bluefield - Beckley - Oak Hill, W.Va.	.1497	143
Topeka, Kans.	.1493	144
Erie, Pa.	.1488	145
Chico - Redding, Calif.	.1460	146
Columbus - Tupelo, Miss.	.1397	147
Florence, S.C.	.1378	148
Ft. Smith, Ark.	.1377	149
Missoula - Butte, Mont.	.1328	150
Idaho Falls - Pocatello, Ida.	.1319	151
Abilene - Sweetwater, Tex.	.1272	152
Quincy - Hannibal, Ill.-Mo.	.1246	153
Medford, Ore.	.1242	154
Albany, Ga.	.1236	155
Wilmington, N.C.	.1235	156
Rapid City, S.D.	.1174	157
Tyler, Tex.	.1165	158
Utica, N.Y.	.1165	158
Bangor, Maine	.1159	160
Dothan, Ala.	.0936	161
Elmira, N.Y.	.0920	162
Billings - Hardin, Mont.	.0911	163
Lake Charles, La.	.0909	164
Salisbury, Md.	.0903	165
Clarksburg - Weston, W.Va.	.0869	166
Laurel - Hattiesburg, Miss.	.0869	165
Alexandria, La.	.0858	168
Watertown - Carthage, N.Y.	.0844	169
Casper - Riverton, Wyo.	.0806	170
Gainesville, Fla.	.0783	171
Great Falls, Mont.	.0762	172
El Centro - Yuma, Calif.-Ariz.	.0697	173
Meridian, Miss.	.0690	174
Biloxi - Gulfport - Pascagoula, Miss.	.0663	175
Ardmore - Ada, Okla.	.0650	176
Roswell, N.M.	.0648	177
Panama City, Fla.	.0639	178
Greenwood - Greenville, Miss.	.0635	179
Jonesboro, Ark.	.0635	179
Grand Junction, Colo.	.0622	181
Alexandria, Minn.	.0598	182
Eureka, Calif.	.0596	183
Palm Springs, Calif.	.0595	184
Cheyenne, Wyo.	.0593	185
Marquette, Mich.	.0577	186
Lafayette, Ind.	.0553	187
Jackson, Tenn.	.0542	188
St. Joseph, Mo.	.0540	189
Tuscaloosa, Ala.	.0521	190
Bowling Green, Ky.	.0506	191
San Angelo, Tex.	.0478	192
Lima, Ohio	.0472	193
Parkersburg, W.Va.	.0466	194
Anniston, Ala.	.0449	195
Laredo, Tex.	.0410	196
Mankato, Minn.	.0391	197
Harrisonburg, Va.	.0378	198
Victoria, Tex.	.0372	199
Presque Isle, Maine	.0322	200
Zanesville, Ohio	.0315	201
Bend, Ore.	.0292	202
Twin Falls, Ida.	.0277	203
Ottumwa - Kirksville, Iowa-Mo.	.0225	204
Helena, Mont.	.0209	205
North Platte, Neb.	.0188	206
Selma, Ala.	.0166	207
Alpena, Mich.	.0162	208
Glendive, Mont.	.0077	209

S&MM's SURVEY OF TELEVISION MARKETS

S&MM ESTIMATES 1982

STATE S&MM/ARBITRON TV MARKET (ADI)	POPULATION—12/31/82										EFFECTIVE BUYING INCOME	RETAIL SALES	
	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	Population by Age Group (Thousands) 2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	Buying Power Index
CALIFORNIA													
BAKERSFIELD	366.4	130.8	19.9	83.3	58.4	35.2	47.3	63.0	61.4	86.7	3,390,335	1,842,331	.1602
CHICO-REDDING	371.5	146.3	3.2	18.7	48.7	32.7	47.0	61.3	61.7	109.0	2,993,761	1,658,750	.1460
EL CENTRO-YUMA	196.2	64.0	5.1	87.2	33.9	21.0	25.5	29.9	31.0	47.3	1,325,726	812,981	.0697
EUREKA	148.9	59.2	.7	5.5	19.4	12.1	21.0	28.7	24.1	38.9	1,242,053	667,185	.0596
FRESNO	1,120.4	387.5	45.9	334.2	178.4	111.5	148.0	191.7	184.9	263.0	9,372,580	4,735,938	.4418
LOS ANGELES	11,945.8	4,376.3	1,128.3	3,001.6	1,669.2	1,084.4	1,581.7	2,196.1	2,161.1	2,872.8	125,790,192	60,131,084	5.5616
PALM SPRINGS	139.1	51.9	6.8	27.5	19.7	12.4	15.7	22.3	22.2	42.2	1,277,250	667,443	.0595
SACRAMENTO-STOCKTON	2,312.1	884.5	122.7	282.2	321.7	212.7	298.7	418.3	406.3	579.8	22,261,444	11,029,922	1.0119
SALINAS-MONTEREY	544.7	193.0	22.3	129.7	75.0	48.8	79.9	108.4	87.1	129.9	5,282,531	2,611,682	.2397
SAN DIEGO	1,996.4	739.3	116.9	310.9	257.0	166.3	327.4	379.0	329.0	477.1	20,798,958	9,831,914	.9185
SAN FRANCISCO	5,270.1	2,070.3	469.8	675.6	642.2	454.8	653.0	1,039.0	1,010.4	1,326.8	62,785,183	29,026,690	2.6895
SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO	481.8	182.9	11.7	77.8	55.0	38.9	81.2	88.5	78.0	127.4	4,982,499	2,405,560	.2216
COLORADO													
COLORADO SPRINGS-PUEBLO	552.2	201.2	23.4	92.3	81.2	53.2	79.9	98.0	95.3	126.1	4,483,961	2,388,970	.2159
DENVER	2,428.2	933.4	83.1	241.0	341.7	217.6	346.0	516.2	441.0	487.6	24,908,552	13,130,847	1.1398
GRAND JUNCTION	146.6	54.1	.3	11.3	21.8	13.2	17.1	26.7	25.3	37.4	1,243,148	777,983	.0622
CONNECTICUT													
HARTFORD-NEW HAVEN	2,226.1	815.0	154.8	75.6	279.9	214.4	279.5	376.5	392.5	626.7	24,158,969	10,537,797	1.0347
DISTRICT OF COLUMBIA													
WASHINGTON	4,116.2	1,519.9	930.0	102.7	553.2	403.8	512.3	794.9	826.5	911.8	47,483,202	22,322,365	2.0554
FLORIDA													
FT. MYERS-NAPLES	428.2	177.4	29.9	22.2	46.3	32.6	37.7	53.9	61.9	186.0	4,082,044	2,423,150	.1970
GAINESVILLE	199.6	74.5	35.9	5.9	24.5	16.1	45.5	38.9	29.5	39.4	1,577,776	906,128	.0783
JACKSONVILLE	1,049.4	382.3	226.5	17.5	157.0	103.5	130.6	179.9	183.4	261.3	8,733,087	4,995,133	.4277
MIAMI	2,941.3	1,148.1	431.4	769.0	326.8	236.7	312.4	451.0	514.4	1,032.6	28,613,904	16,583,237	1.3635
ORLANDO-DAYTONA BEACH	1,628.5	631.3	198.7	46.0	200.8	148.2	196.4	242.0	275.9	524.1	14,104,668	8,193,526	.6877

New England's 2nd ADI

HARTFORD/NEW HAVEN ADI MEDIA FACTS

THE HARTFORD-NEW HAVEN ADI
NEW HAVEN PMA

FACT 1 You can't cover the Hartford/New Haven ADI without buying the New Haven Primary Market Area (PMA).

FACT 2 The New Haven PMA covers 34 cities and towns with 527,000 adults 18+.

FACT 3 The Register and/or Journal-Courier reaches 50% of all adults in the PMA every day... and the Sunday Register reaches 61% of all adults.

New Haven Register Journal-Courier

[illegible]

S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM/ARBITRON TV MARKET (ADI)	S&MM ESTIMATES 1982 POPULATION—12/31/82 Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	Population by Age Group (Thousands) 2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES Total Retail Sales ($000)	Buying Power Index
FL (cont.)													
PANAMA CITY	174.8	64.6	21.9	2.3	25.6	17.4	20.8	26.3	31.3	48.0	1,195,504	782,787	.0639
TALLAHASSEE	461.9	162.4	153.2	6.2	71.4	45.1	72.3	79.5	73.3	105.2	3,274,353	1,909,037	.1665
TAMPA-ST. PETERSBURG	2,633.9	1,085.8	251.7	116.3	289.8	208.3	263.6	360.4	397.4	1,055.5	23,627,832	13,135,696	1.1278
WEST PALM BEACH	905.1	376.0	124.2	41.1	99.1	69.1	87.7	126.3	135.9	365.8	9,750,028	4,948,369	.4375
GEORGIA													
ALBANY	373.7	126.6	129.1	3.8	63.5	40.3	45.8	59.8	60.8	89.8	2,359,867	1,356,327	.1236
ATLANTA	3,085.3	1,114.6	697.0	32.4	461.5	302.3	391.2	583.8	587.4	664.8	26,960,990	14,604,127	1.2841
AUGUSTA	594.2	201.5	230.9	8.4	93.0	62.1	79.3	99.1	98.4	141.9	4,126,524	2,111,655	.2041
COLUMBUS	538.9	184.6	203.9	8.8	80.5	54.6	86.5	86.1	83.8	129.9	3,580,157	1,913,949	.1809
MACON	424.0	145.8	148.7	4.1	65.2	44.4	54.6	69.1	74.2	102.5	3,224,989	1,775,671	.1589
SAVANNAH	576.3	195.1	196.0	8.5	90.0	57.0	90.0	96.6	89.6	132.0	4,084,700	2,297,114	.2060
IDAHO													
BOISE	405.4	146.4	2.0	21.6	66.1	38.3	50.6	71.5	[illegible]	94.4	3,174,872	1,940,211	.1610
IDAHO FALLS-POCATELLO	325.3	108.1	.8	14.0	42.6	31.8	43.9	55.8	51.1	63.4	2,484,558	1,708,706	.1319
TWIN FALLS	74.7	26.4	.1	3.2	12.5	6.8	8.3	11.7	12.1	20.1	557,381	316,921	.0277
ILLINOIS													
CHICAGO	8,473.6	3,018.5	1,556.4	672.9	1,227.2	827.1	1,068.9	1,471.6	1,498.3	2,110.6	88,789,978	40,206,869	3.8686
PEORIA	588.6	214.3	28.4	5.3	85.4	53.6	84.3	99.0	97.3	149.1	6,045,022	2,782,062	.2658
QUINCY-HANNIBAL	333.3	124.5	7.3	2.2	44.6	30.1	43.0	47.9	51.9	105.6	2,587,215	1,317,636	.1246
ROCKFORD	518.5	189.6	29.9	9.6	77.7	52.8	62.1	86.1	91.7	131.5	4,999,937	2,255,624	.2211
SPRINGFIELD-DECATUR-CHAMPAIGN	889.6	333.4	52.6	7.5	121.0	78.2	136.7	147.9	143.8	234.4	8,371,280	4,295,881	.3857
INDIANA													
EVANSVILLE	713.0	262.4	31.1	3.4	102.7	68.6	86.3	113.5	119.3	199.8	5,856,565	3,250,443	.2845
FT. WAYNE	663.3	236.2	28.3	8.7	104.6	66.4	81.4	111.1	110.6	165.8	5,464,408	2,843,303	.2600
INDIANAPOLIS	2,240.5	816.4	192.6	17.3	330.7	221.2	295.2	379.0	395.3	549.4	19,255,734	10,516,773	.9224
LAFAYETTE	133.4	46.4	2.3	1.5	16.2	10.1	35.0	22.5	18.9	27.1	1,186,644	607,795	.0553
SOUTH BEND-ELKHART	785.3	283.7	58.4	10.1	119.8	77.1	95.7	128.7	131.4	206.6	6,567,435	3,521,102	.3147
TERRE HAUTE	439.5	165.7	7.8	2.1	59.6	39.7	55.0	65.1	69.8	137.1	3,411,599	1,949,072	.1697
IOWA													
CEDAR RAPIDS-WATERLOO-DUBUQUE	907.2	336.3	14.8	5.8	129.2	89.5	130.7	149.9	142.9	235.1	8,117,465	4,042,187	.3750

We Reach Thousands of Cable TV Viewers Your Spots Miss!

In the Indianapolis ADI, 525,000 adults live in households with cable TV.

As the number of people watching cable non-commercial stations grows, your TV reach shrinks.

Just one ad in The Star and The News (daily and Sunday combination) reaches 305,000 adults in cable TV households. And, it reaches 686,000 additional adults.

Source: 1982 Simmons Market Study

ONE AD SELLS TO NEARLY A MILLION ADULTS!

Think what a schedule could do! Contact your Star and News representative. Or, phone Alan Judkins, Advertising Director at (317) 633-1132.

THE INDIANAPOLIS STAR
THE INDIANAPOLIS NEWS
Member: Million Market Newspapers, Inc.
Metropolitan Sunday Newspapers, Inc.
representing Sunday and Metro Comics

S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM/ARBITRON TV MARKET (ADI)	S&MM ESTIMATES 1982 POPULATION—12/31/82 Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	Population by Age Group (Thousands) 2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES Total Retail Sales ($000)	Buying Power Index
IA (cont.)													
DAVENPORT-ROCK ISLAND-MOLINE	887.6	326.4	24.2	24.1	131.2	87.6	105.7	144.1	149.2	240.4	8,702,858	4,116,651	.3887
DES MOINES	957.6	361.8	18.2	8.0	130.5	86.3	128.8	155.3	155.1	271.6	8,962,947	4,783,988	.4191
OTTUMWA-KIRKSVILLE	66.6	25.2	.4	.3	8.4	5.4	10.4	9.2	9.8	21.5	425,981	262,395	.0225
SIOUX CITY	407.1	150.1	1.6	2.5	59.7	37.8	50.0	60.6	61.2	123.3	3,303,263	1,864,959	.1618
KANSAS													
TOPEKA	359.2	133.8	19.9	11.3	48.1	29.4	61.3	61.3	54.1	93.0	3,320,329	1,531,851	.1493
WICHITA-HUTCHINSON	1,086.9	418.7	40.7	33.7	152.4	96.4	137.3	175.9	176.2	311.8	10,579,683	5,345,837	.4825
KENTUCKY													
BOWLING GREEN	142.5	50.6	9.0	1.0	19.7	13.1	22.3	22.3	23.9	36.8	929,139	632,861	.0506
LEXINGTON	863.2	305.5	54.3	6.1	128.0	82.9	123.1	148.5	146.2	207.2	6,245,478	3,938,171	.3257
LOUISVILLE	1,429.0	512.0	142.9	10.6	213.0	140.2	183.1	245.8	246.1	354.7	11,436,783	6,427,700	.5610
PADUCAH-CAPE GIRARDEAU-HARRISBURG	887.0	336.8	56.1	5.4	118.7	78.9	115.0	131.4	144.3	273.4	6,561,736	3,984,935	.3350
LOUISIANA													
ALEXANDRIA	256.9	85.3	64.1	4.7	41.1	26.3	38.2	40.0	41.3	59.9	1,797,530	831,099	.0858
BATON ROUGE	738.7	245.1	240.2	12.8	120.4	77.5	112.5	134.2	120.3	145.9	6,533,303	3,035,434	.2966
LAFAYETTE	551.8	186.3	138.2	10.7	91.6	62.1	76.7	87.5	89.3	123.0	4,692,303	2,394,401	.2206
LAKE CHARLES	215.0	74.5	45.2	2.7	34.7	22.4	29.0	35.7	36.9	48.2	1,932,106	1,021,302	.0909
MONROE-EL DORADO	530.6	184.9	177.6	4.7	85.5	54.4	69.6	75.3	82.2	144.0	3,558,901	1,870,989	.1789
NEW ORLEANS	1,731.9	612.3	519.4	57.0	273.0	180.6	231.2	308.6	289.2	386.5	15,261,283	7,685,455	.7098
SHREVEPORT-TEXARKANA	1,235.8	448.0	337.6	21.1	189.2	119.2	149.2	187.5	200.8	347.5	10,030,576	5,274,525	.4811
MAINE													
BANGOR	310.5	110.1	.5	1.0	44.1	30.7	40.8	50.3	52.1	83.2	2,196,013	1,410,182	.1159
PORTLAND-POLAND SPRING	821.2	304.6	2.4	3.8	114.1	80.7	94.8	136.6	138.3	233.1	6,689,176	4,210,709	.3395
PRESQUE ISLE	89.1	29.9	.8	.5	13.9	9.9	11.7	14.4	14.8	21.4	595,458	400,963	.0322
MARYLAND													
BALTIMORE	2,383.3	854.9	584.0	23.7	309.9	237.8	301.5	418.5	436.0	615.1	22,402,601	11,306,495	1.0286
SALISBURY	221.7	81.9	49.3	1.7	28.6	21.4	26.3	34.4	37.6	57.1	1,708,771	1,164,915	.0903
MASSACHUSETTS													
BOSTON	5,351.6	1,955.0	191.3	106.4	674.0	517.6	700.6	928.9	916.7	1,478.1	54,253,502	28,619,796	2.4888
SPRINGFIELD	648.3	234.5	31.0	24.0	80.9	60.7	96.3	106.1	102.1	185.5	5,722,833	3,378,469	.2796
MICHIGAN													
ALPENA	42.7	15.8	.0	.1	6.0	4.8	4.8	5.7	7.4	12.8	322,259	180,683	.0162
DETROIT	4,690.1	1,668.6	892.7	73.9	691.4	475.1	601.9	820.4	812.6	1,147.5	47,307,169	24,175,227	2.1514
FLINT-SAGINAW-BAY CITY	1,280.1	447.6	118.6	28.9	201.8	139.2	169.6	208.0	219.7	298.7	11,297,284	6,009,611	.5336
GRAND RAPIDS-KALAMAZOO-BATTLE CREEK	1,624.1	576.5	96.1	29.4	244.6	162.1	225.6	273.3	269.9	393.7	14,552,839	7,011,311	.6660
LANSING	618.9	216.0	35.8	15.1	90.3	59.2	103.2	114.9	102.9	128.7	5,788,573	2,789,735	.2623
MARQUETTE	161.8	56.5	1.8	.8	21.7	14.3	27.3	25.8	23.5	43.9	1,177,398	627,001	.0577
TRAVERSE CITY-CADILLAC	416.7	153.0	2.7	2.3	59.7	43.0	45.3	64.2	68.4	122.8	3,069,301	1,863,734	.1573
MINNESOTA													
ALEXANDRIA	176.4	62.6	.2	.6	25.3	18.0	21.3	23.9	27.0	54.9	1,138,625	682,411	.0598
DULUTH-SUPERIOR	478.6	178.5	1.5	1.5	66.5	45.7	57.6	74.8	74.5	144.4	3,920,238	2,001,909	.1854
MANKATO	90.9	33.5	.3	.5	11.8	7.8	15.9	14.4	12.9	25.1	757,320	502,171	.0391
MINNEAPOLIS-ST. PAUL	3,147.1	1,150.0	53.7	26.3	450.7	310.3	425.7	567.4	535.8	753.1	30,907,147	15,987,449	1.4183
ROCHESTER-MASON CITY-AUSTIN	388.3	146.5	1.0	3.5	54.3	38.0	44.3	59.4	63.8	115.9	3,379,501	1,872,963	.1622

S&MM's SURVEY OF TELEVISION MARKETS

	S&MM ESTIMATES 1982												
	POPULATION—12/31/82										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thousands)								
STATE S&MM/ARBITRON TV MARKET (ADI)	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	Buying Power Index
MISSISSIPPI													
BILOXI-GULFPORT-PASCAGOULA	172.7	58.9	34.8	3.1	26.9	17.0	27.7	28.6	28.4	37.9	1,352,577	749,602	.0663
COLUMBUS-TUPELO	440.6	150.1	126.0	3.3	69.6	44.8	58.6	66.0	71.3	115.3	2,665,946	1,508,893	.1397
GREENWOOD-GREENVILLE	217.7	68.2	128.9	2.8	40.9	25.3	28.0	30.6	29.4	54.3	1,115,562	708,969	.0635
JACKSON	816.9	275.9	358.1	7.0	135.3	85.5	104.5	129.6	128.4	203.5	5,790,673	3,080,522	.2877
LAUREL-HATTIESBURG	247.3	85.2	68.6	2.2	39.3	24.8	34.1	37.8	39.2	63.4	1,695,611	977,433	.0869
MERIDIAN	210.2	72.5	79.8	2.1	34.5	21.4	25.2	30.4	32.2	59.1	1,325,901	747,852	.0690
MISSOURI													
COLUMBIA-JEFFERSON CITY	388.9	140.9	19.9	2.9	50.6	33.9	66.1	64.5	60.5	101.6	3,139,354	1,775,290	.1543
JOPLIN-PITTSBURG	453.4	173.1	4.4	3.8	61.9	40.8	51.3	64.5	73.2	148.2	3,403,604	1,872,549	.1684
KANSAS CITY	1,906.0	718.2	197.5	40.7	268.1	174.5	245.3	326.0	333.5	497.5	18,088,690	9,764,531	.8468
ST. JOSEPH	129.5	49.8	3.0	1.7	16.9	11.4	17.2	18.5	19.5	42.0	1,072,448	670,482	.0540
ST. LOUIS	2,866.7	1,046.0	406.8	25.4	408.5	282.4	340.9	460.2	494.1	790.7	26,660,418	13,451,078	1.2266
SPRINGFIELD	733.4	275.3	8.9	5.8	97.7	65.5	90.8	104.6	120.8	232.9	5,151,793	3,128,192	.2667
MONTANA													
BILLINGS-HARDIN	205.5	76.7	.4	4.4	31.8	19.4	24.4	36.2	34.7	51.3	1,764,828	1,208,522	.0911
GLENDIVE	17.5	6.6	.0	.1	2.9	1.6	2.3	2.9	2.8	4.3	154,084	104,153	.0077
GREAT FALLS	176.4	65.3	1.0	1.9	26.7	17.5	22.1	28.6	30.0	45.0	1,467,046	986,779	.0762
HELENA	46.0	17.8	.1	.4	6.8	4.4	5.8	8.9	8.0	10.5	431,479	262,197	.0209
MISSOULA-BUTTE	32[illegible].2	120.3	.4	3.3	45.7	30.3	45.1	58.9	54.7	77.8	2,592,078	1,660,374	.1328
NEBRASKA													
LINCOLN-HASTINGS-KEARNEY	678.9	258.1	4.6	7.6	92.6	58.1	92.5	108.3	104.6	201.1	5,875,565	3,293,960	.2836
NORTH PLATTE	43.5	16.2	.1	1.5	7.0	4.0	5.1	7.1	7.2	11.5	375,150	236,428	.0188
OMAHA	924.6	343.0	45.9	13.2	136.8	90.6	112.8	153.6	154.9	244.8	8,782,054	4,297,742	.3990
NEVADA													
LAS VEGAS	524.5	203.7	32.2	38.8	72.8	48.9	68.3	97.8	104.7	115.2	5,145,717	3,150,254	.2494
RENO	411.7	162.7	6.1	21.5	51.2	35.8	52.3	80.7	79.2	100.4	4,178,308	2,664,053	.2042
NEW MEXICO													
ALBUQUERQUE	1,147.4	399.7	15.0	392.7	188.3	122.5	149.8	204.9	198.2	239.1	8,703,636	5,181,677	.4405
ROSWELL	154.9	55.7	4.5	41.7	25.6	15.4	18.4	23.6	24.7	40.9	1,269,045	819,258	.0648
NEW YORK													
ALBANY-SCHENECTADY-TROY	1,295.6	478.7	42.2	12.4	170.4	126.5	159.6	207.0	214.7	383.5	12,222,898	6,140,908	.5601
BINGHAMTON	426.8	154.2	5.1	2.6	58.7	43.9	52.9	64.7	73.2	121.4	3,807,645	1,873,287	.1756
BUFFALO	1,767.2	643.2	126.8	20.9	237.2	175.0	222.2	271.1	293.2	520.0	16,014,161	8,205,390	.7445
ELMIRA	239.3	86.0	6.0	1.5	34.2	24.7	28.0	36.0	40.0	69.1	1,991,686	938,749	.0920
NEW YORK	17,831.3	6,590.3	2,849.3	2,130.5	2,280.9	1,493.3	2,000.8	2,935.1	3,330.7	5,123.0	195,799,030	79,196,713	8.1988
ROCHESTER	943.0	345.0	80.9	19.8	128.1	93.3	124.5	162.8	164.0	243.4	10,168,337	4,684,378	.4430
SYRACUSE	1,032.9	367.7	43.2	9.8	140.5	102.3	155.6	168.7	167.7	268.2	9,742,800	4,641,038	.4396
UTICA	290.3	103.6	6.5	2.5	38.6	28.6	38.3	42.1	46.3	88.4	2,470,886	1,274,533	.1165
WATERTOWN-CARTHAGE	230.2	77.7	.8	1.1	34.6	24.5	33.5	33.4	36.3	60.8	1,664,314	968,757	.0844
NORTH CAROLINA													
CHARLOTTE	1,775.1	641.0	326.4	12.4	299.2	173.5	217.9	303.3	328.6	442.1	14,005,419	7,391,797	.6757
GREENSBORO-WINSTON SALEM-HIGH POINT	1,272.4	472.6	226.5	8.5	175.1	122.3	155.4	216.0	239.2	331.9	10,341,223	5,568,252	.4993
GREENVILLE-NEW BERN-WASHINGTON	631.4	215.1	205.6	9.[illegible]	92.7	59.5	112.5	103.5	99.5	142.0	4,173,386	2,367,383	.2148
RALEIGH-DURHAM	1,651.5	580.9	493.5	21.2	236.7	155.9	255.8	298.5	283.9	370.5	12,517,343	6,470,102	.6066
WILMINGTON	360.3	125.7	94.5	3.4	57.1	37.7	43.1	59.8	61.7	89.6	2,413,181	1,353,435	.1235

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STATE S&MM/ARBITRON TV MARKET (ADI)	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	Population by Age Group (Thousands)						Total EBI ($000)	Total Retail Sales ($000)	Buying Power Index
					2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over			
NORTH DAKOTA													
FARGO	586.9	212.5	1.9	3.8	82.9	54.3	86.6	92.3	87.4	163.4	4,875,016	2,797,508	.2392
MINOT-BISMARCK-DICKINSON	390.9	138.9	1.4	2.1	61.6	39.5	50.6	63.5	60.9	99.8	3,472,631	1,770,085	.1615
OHIO													
CINCINNATI	1,939.0	700.5	198.5	10.7	287.3	191.8	250.4	321.2	331.1	493.0	17,923,489	8,330,024	.8088
CLEVELAND	3,856.2	1,414.3	480.7	50.3	544.1	375.2	469.0	635.0	665.6	1,052.2	36,724,871	17,872,353	1.6638
COLUMBUS	1,616.9	598.1	156.0	9.5	235.2	151.5	227.0	289.4	284.6	378.7	14,709,670	7,211,830	.6744
DAYTON	1,302.3	480.7	131.4	8.2	191.1	127.3	159.6	215.3	233.8	334.0	11,984,349	5,685,221	.5427
LIMA	113.1	40.3	11.8	.9	17.5	11.4	13.8	18.2	18.3	29.9	958,191	568,147	.0472
TOLEDO	1,140.4	408.7	73.3	34.5	173.6	110.2	153.6	187.8	184.3	292.6	10,326,685	5,013,084	.4725
YOUNGSTOWN	772.2	279.2	66.6	7.5	108.3	73.9	91.1	121.2	129.2	236.1	6,943,064	3,354,932	.3177
ZANESVILLE	85.0	30.9	4.0	.3	12.8	8.6	10.4	13.0	14.2	23.2	665,411	330,076	.0315
OKLAHOMA													
ARDMORE-ADA	184.8	69.7	8.8	1.9	25.8	16.9	20.9	25.3	29.8	60.6	1,329,731	689,093	.0650
OKLAHOMA CITY	1,482.6	566.7	95.9	30.1	212.4	128.7	205.3	248.3	251.4	387.2	14,346,866	7,587,231	.6646
TULSA	1,158.4	441.7	77.3	14.8	168.8	106.9	133.3	190.8	205.2	316.2	10,779,553	5,879,764	.5080
OREGON													
BEND	68.7	25.9	.1	1.1	10.3	6.2	7.6	13.7	12.2	16.3	513,329	416,133	.0292
EUGENE	438.5	167.4	2.1	8.3	62.5	38.9	57.4	85.3	74.9	105.1	3,377,292	2,299,237	.1781
MEDFORD	314.6	119.4	1.4	9.3	45.4	28.9	32.8	53.9	54.9	88.8	2,272,042	1,639,605	.1242
PORTLAND	2,124.2	822.0	39.3	47.4	300.0	188.4	257.9	406.9	366.0	536.1	19,449,278	10,773,276	.9236
PENNSYLVANIA													
ERIE	374.8	133.4	15.4	2.3	55.0	36.7	49.4	59.5	59.8	102.8	3,214,105	1,562,873	.1488
HARRISBURG-YORK-LANCASTER-LEBANON	1,404.6	510.9	57.0	18.8	192.8	132.6	171.8	233.9	247.7	385.8	13,152,419	6,437,676	.5988
JOHNSTOWN-ALTOONA	806.7	285.9	9.4	3.1	110.4	75.3	113.6	122.8	127.8	234.2	6,260,512	3,329,781	.3042
PHILADELPHIA	6,976.1	2,511.2	1,121.3	186.3	915.1	673.7	868.1	1,129.2	1,209.7	1,989.5	68,445,143	32,191,946	3.0523
PITTSBURGH	3,214.7	1,194.3	205.1	15.6	401.5	293.8	401.7	505.1	527.9	1,002.1	30,599,483	14,293,423	1.3706
WILKES BARRE-SCRANTON	1,303.2	479.3	10.3	4.8	165.0	117.6	147.5	189.4	211.7	438.7	10,172,819	4,794,859	.4789
RHODE ISLAND													
PROVIDENCE-NEW BEDFORD	1,545.6	564.9	36.8	32.7	200.0	147.8	195.5	247.1	252.5	461.9	13,899,714	6,879,510	.6482

A The Albany, N.Y. Television Market.

CABLE PENETRATION: 51%
PRIME TIME NETWORK RATINGS: DOWN 26%

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SOUTH CAROLINA													
CHARLESTON	571.7	187.7	204.4	8.2	91.1	59.5	88.4	104.6	94.3	113.2	3,991,958	2,071,883	.1976
COLUMBIA	752.2	250.9	283.8	9.3	112.9	76.3	116.2	135.5	125.7	161.9	5,506,054	2,996,828	.2733
FLORENCE	388.8	130.7	143.6	3.7	64.5	41.7	47.5	65.8	65.4	89.9	2,546,362	1,684,137	.1378
GREENVILLE-SPARTANBURG-ASHEVILLE	1,607.3	582.6	243.6	11.3	226.3	152.8	195.0	261.1	292.0	435.3	11,888,001	6,674,456	.5935
SOUTH DAKOTA													
RAPID CITY	270.4	96.1	1.8	4.8	44.2	25.6	37.5	48.7	42.3	60.5	2,385,606	1,452,628	.1174
SIOUX FALLS-MITCHELL	644.4	236.1	1.0	1.9	93.3	62.0	81.7	94.7	96.9	193.2	5,010,656	2,947,703	.2515
TENNESSEE													
BRISTOL-KINGSPORT-JOHNSON CITY	754.4	269.1	15.3	4.0	110.7	73.2	87.5	122.9	140.7	198.4	5,563,230	2,951,692	.2734
CHATTANOOGA	803.3	287.3	76.4	5.6	121.3	77.4	96.1	134.7	148.7	200.3	6,065,116	3,135,029	.2940
JACKSON	151.3	55.9	30.5	1.1	21.9	14.1	17.7	23.8	25.3	43.8	1,064,230	614,044	.0542
KNOXVILLE	1,134.1	410.6	50.3	7.6	163.7	110.8	140.0	187.9	203.2	295.7	8,509,820	4,706,404	.4214
MEMPHIS	1,656.9	576.9	623.1	15.3	262.5	172.5	214.2	271.2	268.5	409.8	12,166,701	6,331,846	.5959
NASHVILLE	1,789.5	644.6	227.5	15.7	252.0	167.2	233.3	299.8	319.2	462.9	14,957,055	7,456,349	.7010
TEXAS													
ABILENE-SWEETWATER	305.3	114.3	12.8	42.0	42.3	27.0	38.5	42.9	47.6	97.0	2,545,621	1,555,701	.1272
AMARILLO	465.3	179.2	17.0	70.0	76.8	45.3	60.0	77.2	82.1	125.3	4,301,863	2,710,190	.2137
AUSTIN	713.2	269.8	66.1	134.1	96.9	60.8	124.8	140.7	112.6	155.0	6,844,333	3,683,186	.3193
BEAUMONT-PORT ARTHUR	471.1	169.8	101.1	15.4	71.2	46.6	57.1	73.6	80.1	126.3	4,528,710	2,639,569	.2167
CORPUS CHRISTI	491.6	161.6	16.3	278.6	85.3	51.9	64.1	81.7	79.2	110.0	4,017,745	2,301,009	.1976
DALLAS-FT. WORTH	3,826.0	1,430.3	506.1	316.0	564.9	356.0	491.9	699.6	701.1	889.0	39,543,434	21,916,518	1.8369
EL PASO	647.1	199.1	20.2	410.0	118.8	70.8	96.2	107.0	106.0	123.3	4,372,056	2,657,978	.2287
HOUSTON	3,736.9	1,361.8	664.6	596.6	590.0	351.5	503.1	765.0	684.4	707.9	41,596,282	22,904,568	1.9028
LAREDO	116.5	31.4	.1	107.3	24.4	14.5	14.6	17.3	17.1	23.7	613,061	618,318	.0410
LUBBOCK	448.7	157.2	24.7	124.1	70.9	44.0	71.2	70.8	71.3	103.1	3,598,046	2,369,452	.1860
MCALLEN-BROWNSVILLE	600.6	167.4	1.4	515.2	126.2	73.0	69.5	90.6	88.5	127.3	3,300,592	2,295,571	.1898
ODESSA-MIDLAND	367.2	130.8	16.6	103.8	60.9	35.8	48.1	62.5	62.9	82.3	3,869,607	2,407,073	.1860
SAN ANGELO	101.0	36.6	3.5	25.3	14.4	9.0	15.3	16.4	16.3	26.2	941,596	636,382	.0478
SAN ANTONIO	1,503.4	504.0	82.4	747.8	247.2	156.7	193.3	244.6	246.7	361.1	12,113,479	6,734,189	.5920
TYLER	272.8	97.6	56.4	12.4	41.0	25.3	31.8	43.6	45.6	76.5	2,407,954	1,379,275	.1165
VICTORIA	74.7	25.6	4.9	25.4	12.5	7.6	9.8	13.1	12.7	16.1	724,297	518,358	.0372
WACO-TEMPLE	632.4	221.6	100.1	68.0	87.7	51.9	131.6	99.5	90.7	148.3	5,162,576	2,733,731	.2477
WICHITA FALLS-LAWTON	436.2	157.7	36.8	25.7	62.4	39.0	64.3	68.4	70.1	116.7	3,713,799	2,041,868	.1791
UTAH													
SALT LAKE CITY	1,733.6	544.9	10.7	71.3	349.5	165.5	247.6	299.4	256.6	316.6	13,271,446	7,093,607	.6480
VERMONT													
BURLINGTON-PLATTSBURGH	679.5	239.9	5.0	5.2	94.6	67.4	99.3	117.4	113.5	167.4	5,386,174	3,211,785	.2698
VIRGINIA													
HARRISONBURG	108.6	37.2	2.5	.8	13.6	9.6	19.2	17.5	18.0	27.7	742,783	416,548	.0378
NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON	1,444.7	499.1	440.5	22.4	206.4	138.1	227.7	253.7	248.9	323.4	12,020,586	6,644,151	.5821
RICHMOND	1,240.0	444.7	347.7	11.0	163.4	117.7	165.1	221.3	221.0	317.3	10,715,393	5,935,151	.5151
ROANOKE-LYNCHBURG	1,010.8	360.7	161.7	6.6	132.9	94.3	135.6	163.3	180.6	278.3	7,632,372	4,341,637	.3807

S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM/ARBITRON TV MARKET (ADI)	S&MM ESTIMATES 1982												
	POPULATION—12/31/82										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thousands)								
	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	Buying Power Index
WASHINGTON													
SEATTLE-TACOMA	2,950.1	1,140.5	97.0	60.5	395.4	260.3	388.2	565.4	528.2	722.0	31,518,600	15,741,794	1.4083
SPOKANE	884.3	331.0	6.4	20.0	130.6	81.8	116.2	153.1	147.8	224.8	7,232,818	3,784,483	.3457
YAKIMA	475.8	173.2	5.2	42.5	73.5	45.3	59.2	83.7	80.2	116.1	4,360,561	2,433,035	.2073
WEST VIRGINIA													
BLUEFIELD-BECKLEY-OAK HILL	396.6	139.7	29.1	2.9	62.5	38.0	45.0	65.0	62.2	111.2	2,710,708	1,953,771	.1497
CHARLESTON-HUNTINGTON	1,516.4	533.5	35.8	9.0	236.2	147.7	185.1	248.7	257.0	391.6	11,177,873	6,509,266	.5656
CLARKSBURG-WESTON	249.8	89.6	2.2	2.0	36.0	23.6	29.4	38.4	39.7	75.0	1,687,638	986,577	.0869
PARKERSBURG	102.9	37.7	1.1	.4	15.0	10.1	11.6	16.7	18.5	27.9	857,776	658,922	.0466
WHEELING-STEUBENVILLE	457.9	166.7	11.9	2.2	64.9	42.9	52.4	71.7	74.6	138.1	3,774,142	1,847,460	.1770
WISCONSIN													
GREEN BAY	989.2	353.7	1.5	5.1	144.8	104.9	123.5	158.1	159.2	266.3	8,105,991	3,893,452	.3783
LA CROSSE-EAU CLAIRE	453.8	161.1	.8	1.5	63.2	44.1	66.8	70.5	68.6	126.2	3,446,589	1,800,780	.1668
MADISON	520.1	198.0	6.3	4.0	68.5	47.6	81.6	100.7	83.9	122.7	4,781,637	2,504,743	.2229
MILWAUKEE	1,896.9	693.2	163.8	44.1	266.9	189.0	243.0	320.9	321.9	495.8	18,154,538	8,537,860	.8138
WAUSAU-RHINELANDER	442.7	157.0	.7	1.7	64.8	46.6	55.2	67.6	71.0	122.9	3,365,189	1,705,016	.1622
WYOMING													
CASPER-RIVERTON	160.6	56.9	.7	5.7	26.5	14.9	21.8	31.6	27.7	31.2	1,617,470	1,090,305	.0806
CHEYENNE	132.4	50.1	2.2	12.8	20.1	12.4	16.7	22.7	22.4	33.3	1,179,926	767,147	.0593
TOTAL UNITED STATES ADIs	231,833.3	84,588.6	27,351.7	15,934.0	32,722.6	22,072.2	29,845.1	39,466.5	40,085.3	60,492.0	2,154,395,331	1,092,757,873	99.3044

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Section F

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

Put Zip in your sales

Availability of 1980 Census results for 5-digit Zip Code areas gives marketers a new tool for narrowcasting sales and advertising strategies. Both consumer and industrial goods marketers can tap into this new lode of precisioned data.

As competition intensifies, marketers strive for a competitive edge by focussing sales strategies on smaller local areas. Their reasoning: the smaller the area, the more uniformity among customers and prospects, around which highly specific selling and advertising appeals can be woven.

If a marketer wishes to go below the metro or county level in terms of information gathering, the Postal Service's Zip Code designations provide a geographic measurement that allows him to individually target those areas that fit his specific needs. In addition, the amount of available information for 5-digit Zips has increased substantially due to the recent Zip-Coding of 1980 Census of Population and Housing data. This project, financed by a group of private data-gathering organizations that includes Bill Communications' Market Statistics Div., gives marketers a new set of statistics that is more localized than traditionally used metro areas. With the detailed information that is now available for Zip Code areas, and also for Census tracts and even individual neighborhood blocks, the scope of market information has increased dramatically.

The vast array of data on Zips is highly detailed, with items such as occupation type, mortgage status, education level, and even the number of bathrooms per housing unit

College Students

Rank	Zip Code	Post Office Name	County/State	Total
1.	47401	Bloomington	Monroe, IN	28,675
2.	47906	Lafayette	Tippecanoe, IN	25,265
3.	65201	Columbia	Boone, MO	24,158
4.	84601	Provo	Utah, UT	23,298
5.	50010	Ames	Story, IA	20,857
6.	61820	Champaign	Champaign, IL	20,588
7.	66044	Lawrence	Douglas, KS	19,564
8.	24060	Blacksburg	Montgomery, VA	19,172
9.	52240	Iowa City	Johnson, IA	18,980
10.	48104	Ann Arbor	Washtenaw, MI	18,647
11.	74074	Stillwater	Payne, OK	18,497
12.	95616	Davis	Yolo, CA	17,793
13.	78705	Austin	Travis, TX	17,398
14.	43201	Columbus	Franklin, OH	17,177
15.	97330	Corvallis	Benton, OR	17,171
16.	19104	Philadelphia	Philadelphia, PA	17,047
17.	48824	East Lansing	Ingham, MI	17,006
18.	48823	East Lansing	Ingham, MI	16,756
19.	62901	Carbondale	Jackson, IL	16,731
20.	60115	De Kalb	De Kalb, IL	16,681
21.	14850	Ithaca	Tompkins, NY	16,673
22.	26505	Morgantown	Monongalia, WV	15,911
23.	27514	Chapel Hill	Orange, NC	15,871
24.	16801	State College	Centre, PA	15,643
25.	61801	Urbana	Champaign, IL	15,554
26.	36830	Auburn	Lee, AL	15,311
27.	53703	Madison	Dane, WI	15,172
28.	99163	Pullman	Whitman, WA	14,805
29.	61761	Normal	McLean, IL	14,745
30.	95926	Chico	Butte, CA	14,649
31.	77840	College Station	Brazos, TX	14,634
32.	13210	Syracuse	Onondaga, NY	14,364
33.	43402	Bowling Green	Wood, OH	14,155
34.	48858	Mount Pleasant	Isabella, MI	13,937
35.	85281	Tempe	Maricopa, AZ	13,846
36.	32601	Gainesville	Alachua, FL	13,809
37.	02138	Boston	Middlesex, MA	13,602
38.	45056	Oxford	Butler, OH	13,082
39.	32304	Tallahassee	Leon, FL	13,030
40.	02115	Boston	Suffolk, MA	13,001
41.	20740	College Park	Prince George's, MD	12,482
42.	16802	State College	Centre, PA	12,411
43.	72701	Fayetteville	Washington, AK	12,340
44.	10025	New York	New York, NY	12,253
45.	45701	Athens	Athens, OH	12,234
46.	48197	Ypsilanti	Washtenaw, MI	12,216
47.	93401	San Luis Obispo	San Luis Obispo, CA	12,090
48.	98105	Seattle	King, WA	12,085
49.	27834	Greenville	Pitt, NC	11,912
50.	19711	Newark	New Castle, DE	11,852

Note: These figures may not reflect the total enrollment of colleges or universities located in the geographical area but do indicate where the highest concentration of students lives. Penn State, for example, has a total enrollment higher than the aggregate of the 15,643 students living in Zip 16801 and the 12,411 in Zip 16802.

One-person households

Rank	Zip Code	Post Office Name	County/State	Total
1.	10021	New York	New York, NY	36,073
2.	10028	New York	New York, NY	27,958
3.	10023	New York	New York, NY	22,148
4.	10025	New York	New York, NY	21,831
5.	60657	Chicago	Cook, IL	19,539
6.	94109	San Francisco	San Franciso, CA	19,424
7.	10024	New York	New York, NY	19,109
8.	33139	Miami	Dade, FL	18,110
9.	60614	Chicago	Cook, IL	18,055
10.	10016	New York	New York, NY	17,680
11.	10011	New York	New York, NY	17,285
12.	10003	New York	New York, NY	16,499
13.	60640	Chicago	Cook, IL	15,806
14.	10022	New York	New York, NY	13,926
15.	10019	New York	New York, NY	13,613
16.	60610	Chicago	Cook, IL	13,480
17.	90291	Venice	Los Angeles, CA	12,763
18.	60613	Chicago	Cook, IL	12,377
19.	10014	New York	New York, NY	12,193
20.	11209	Brooklyn	Kings, NY	12,187
21.	90046	Los Angeles	Los Angeles, CA	11,922
22.	11375	Flushing	Queens, NY	11,838
23.	10467	Bronx	Bronx, NY	11,789
24.	11235	Brooklyn	Kings, NY	11,695
25.	75231	Dallas	Dallas, TX	11,587
26.	60615	Chicago	Cook, IL	11,582
27.	60637	Chicago	Cook, IL	11,569
28.	20009	Washington	District of Columbia	11,560
29.	60626	Chicago	Cook, IL	11,422
30.	10009	New York	New York, NY	11,308
31.	90802	Long Beach	Los Angeles, CA	10,845
32.	89109	Las Vegas	Clark, NV	10,734
33.	48201	Detroit	Wayne, MI	10,674
34.	60660	Chicago	Cook, IL	10,613
35.	10462	Bronx	Bronx, NY	10,610
36.	44107	Cleveland	Cuyahoga, OH	10,545
37.	60649	Chicago	Cook, IL	10,320
38.	77036	Houston	Harris, TX	10,301
39.	11201	Brooklyn	Kings, NY	9,967
40.	60618	Chicago	Cook, IL	9,909
41.	10027	New York	New York, NY	9,873
42.	11226	Brooklyn	Kings, NY	9,830
43.	75206	Dallas	Dallas, TX	9,679
44.	90027	Los Angeles	Los Angeles, CA	9,556
45.	92109	San Diego	San Diego, CA	9,457
46.	60647	Chicago	Cook, IL	9,446
47.	11230	Brooklyn	Kings, NY	9,417
48.	02146	Boston	Norfolk, MA	9,406
49.	90034	Los Angeles	Los Angeles, CA	9,206
50.	94102	San Francisco	San Francisco, CA	9,155

Families with two or more workers

Rank	Zip Code	Post Office Name	County/State	Total
1.	93030	Oxnard	Ventura, CA	16,877
2.	97005	Beaverton	Washington, OR	14,704
3.	60617	Chicago	Cook, IL	14,435
4.	28052	Gastonia	Gaston, NC	14,252
5.	63301	St. Charles	St. Charles, MO	14,174
6.	60515	Downers Grove	Du Page, IL	14,010
7.	60628	Chicago	Cook, IL	13,465
8.	60620	Chicago	Cook, IL	13,373
9.	98031	Kent	King, WA	13,308
10.	98055	Renton	King, WA	13,146
11.	23462	Virginia Beach	Virginia Beach, VA	12,979
12.	48185	Wayne	Wayne, MI	12,688
13.	94538	Fremont	Alameda, CA	12,685
14.	32807	Orlando	Orange, FL	12,374
15.	65201	Columbia	Boone, MO	12,316
16.	32210	Jacksonville	Duval, FL	12,315
17.	46514	Elkhart	Elkhart, IN	12,313
18.	08817	Edison	Middlesex, NJ	12,285
19.	21207	Baltimore	Baltimore, MD	12,216
20.	55901	Rochester	Olmsted, MN	12,212
21.	92675	San Juan Capistrano	Orange, CA	12,193
22.	60085	Waukegan	Lake, IL	12,181
23.	54911	Appleton	Outagamie, WI	12,180
24.	60629	Chicago	Cook, IL	12,136
25.	20760	Gaithersburg	Montgomery, MD	12,086
26.	90650	Norwalk	Los Angeles, CA	12,059
27.	46901	Kokomo	Howard, IN	11,990
28.	60618	Chicago	Cook, IL	11,955
29.	60103	Bartlett	Cook, IL	11,934
30.	53186	Waukesha	Waukesha, WI	11,928
31.	21061	Glen Burnie	Anne Arundel, MD	11,925
32.	11234	Brooklyn	Kings, NY	11,834
33.	60120	Elgin	Kane, IL	11,677
34.	94590	Vallejo	Solano, CA	11,636
35.	48197	Ypsilanti	Washtenaw, MI	11,629
36.	11236	Brooklyn	Kings, NY	11,611
37.	55343	Hopkins	Hennepin, MN	11,563
38.	63011	Ballwin	St. Louis, MO	11,531
39.	11746	Huntington Station	Suffolk, NY	11,515
39.	60647	Chicago	Cook, IL	11,515
41.	90701	Artesia	Los Angeles, CA	11,453
42.	44094	Willoughby	Lake, OH	11,432
43.	48910	Lansing	Ingham, MI	11,383
44.	47401	Bloomington	Monroe, IN	11,353
45.	60187	Wheaton	Du Page, IL	11,336
46.	11373	Flushing	Queens, NY	11,331
47.	60625	Chicago	Cook, IL	11,254
48.	46227	Indianapolis	Marion, IN	11,175
49.	06810	Danbury	Fairfield, CT	11,083
50.	60634	Chicago	Cook, IL	11,070

Seasonal/Migratory housing units

Rank	Zip Code	Post Office Name	County/State	Total
1.	08260	Wildwood	Cape May, NJ	10,801
2.	08008	Beach Haven	Ocean, NJ	9,932
3.	21842	Ocean City	Worcester, MD	9,834
4.	08226	Ocean City	Cape May, NJ	9,125
5.	29577	Myrtle Beach	Horry, SC	7,177
6.	29582	North Myrtle Beach	Horry, SC	5,414
7.	43440	Lakeside-Marblehead	Ottawa, OH	4,005
8.	48625	Harrison	Clare, MI	3,893
9.	08735	Lavallette	Ocean, NJ	3,861
10.	08751	Seaside Heights	Ocean, NJ	3,484
11.	85205	Mesa	Maricopa, AZ	3,438
12.	08243	Sea Isle City	Cape May, NJ	3,398
13.	12701	Monticello	Sullivan, NY	3,239
14.	16353	Tionesta	Forest, PA	3,217
15.	54843	Hayward	Sawyer, WI	2,971
16.	95730	Tahoe City	Placer, CA	2,857
17.	77650	Port Bolivar	Galveston, TX	2,579
18.	33801	Lakeland	Polk, FL	2,573
19.	56401	Brainerd	Crow Wing, MN	2,516
20.	85220	Apache Junction	Pinal, AZ	2,513
21.	03842	Hampton	Rockingham, NH	2,492
22.	08752	Seaside Park	Ocean, NJ	2,402
23.	03246	Laconia	Belknap, NH	2,383
24.	85541	Payson	Gila, AZ	2,357
25.	02639	Dennis Port	Barnstable, MA	2,296
26.	46703	Angola	Stauben, IN	2,294
27.	08050	Manahawkin	Ocean, NJ	2,286
28.	28445	Holly Ridge	Onsluw, NC	2,284
29.	43452	Port Clinton	Ottawa, OH	2,261
30.	11968	Southampton	Suffolk, NY	2,234
31.	08204	Cape May	Cape May, NJ	2,227
31.	11946	Hampton Bays	Suffolk, NY	2,227
33.	29576	Morrells Inlet	Georgetown, SC	2,202
34.	19966	Millsboro	Sussex, DE	2,191
35.	54487	Tomahawk	Lincoln, WI	2,188
36.	33870	Sebring	Highlands, FL	2,178
37.	01950	Newburyport	Essex, MA	2,134
38.	54114	Crivitz	Marinette, WI	2,122
39.	19971	Rehoboth Beach	Sussex, DE	2,118
40.	28734	Franklin	Macon, NC	2,115
41.	02536	East Falmouth	Barnstable, MA	2,096
41.	77551	Galveston	Galveston, TX	2,096
43.	11954	Montauk	Suffolk, NY	2,041
44.	88345	Ruidoso	Lincoln, NM	2,036
45.	02554	Nantucket	Nantucket, MA	2,031
46.	48632	Lake	Clare, MI	2,023
47.	47960	Monticello	White, IN	2,006
48.	08247	Stone Harbor	Cape May, NJ	2,003
49.	54521	Eagle River	Vilas, WI	1,991
50.	56431	Aitkin	Aitkin, MN	1,917

available for any 5-digit Zip Code area. The implications for marketers are many.

First, in direct mail or advertising campaigns, Zip Code units can be a more efficient way of getting the right message to the right place. For example, by targeting areas that fit a given customer profile, the wasted coverage and expense of blanket-type campaigns are sharply reduced, and more efficient audience pinpointing is achieved. Advertisers and direct mail marketers can also gain from the large amount of lifestyle-oriented data that exists for each Zip area—such as home ownership, dwelling size, and property value—that give them more insight into an area's sales potential and help to balance spending budgets between broadcast and print media.

For those marketers interested in expanding their business in a given area, Zip Code information on local business and employment can help to pinpoint the best location for sales offices, distribution centers, warehouses, etc. Along these lines, Economic Information Systems, New York City, which prepares the data for *S&MM's Survey of Industrial & Commercial Buying Power*, recently made available a geographical list of industries by Zip Code data that can be extremely useful to industrial marketers.

When marketers go about defining a market for a specific purpose, their data-gathering process begins with a generalized target area, either geographic or statistical. Then, depending on the characteristics involved, a step-by-step process of refinement narrows the targeted market to a few select areas that serve the marketer's purpose most specifically and show the greatest potential for success. When used in conjunction with the *Survey of Buying Power*, the highly specific characteristics from individual Zips can be placed in a county context that will enable marketers to compile a list of metros or Areas of Dominant Influence (ADIs) showing the

Black population

Rank	Zip Code	Post Office Name	County/State	Total
1.	60628	Chicago	Cook, IL	99,860
2.	60620	Chicago	Cook, IL	95,231
3.	60619	Chicago	Cook, IL	83,541
4.	60644	Chicago	Cook, IL	75,908
5.	19143	Philadelphia	Philadelphia, PA	75,054
6.	20019	Washington	District of Columbia	71,239
7.	60637	Chicago	Cook, IL	67,546
8.	60621	Chicago	Cook, IL	67,527
9.	11212	Brooklyn	Kings, NY	67,299
10.	11226	Brooklyn	Kings, NY	66,744
11.	60636	Chicago	Cook, IL	66,707
12.	60624	Chicago	Cook, IL	66,455
13.	60649	Chicago	Cook, IL	64,909
14.	21215	Baltimore	Baltimore City, MD	64,808
15.	11203	Brooklyn	Kings, NY	64,779
16.	38109	Memphis	Shelby, TN	64,455
17.	48227	Detroit	Wayne, MI	64,446
18.	60653	Chicago	Cook, IL	62,107
19.	20011	Washington	District of Columbia	61,390
20.	48238	Detroit	Wayne, MI	61,111
21.	75216	Dallas	Dallas, TX	59,665
22.	90044	Los Angeles	Los Angeles, CA	59,222
23.	48204	Detroit	Wayne, MI	57,554
24.	20020	Washington	District of Columbia	57,349
25.	32209	Jacksonville	Duval, FL	56,213
26.	19121	Philadelphia	Philadelphia, PA	55,728
27.	11207	Brooklyn	Kings, NY	55,513
28.	70117	New Orleans	Orleans, LA	55,174
29.	19132	Philadelphia	Philadelphia, PA	54,863
30.	21217	Baltimore	Baltimore City, MD	54,498
31.	20002	Washington	District of Columbia	54,102
32.	48235	Detroit	Wayne, MI	53,537
33.	60623	Chicago	Cook, IL	52,438
34.	33311	Fort Lauderdale	Broward, FL	52.288
35.	60617	Chicago	Cook, IL	51,026
36.	11233	Brooklyn	Kings, NY	50,497
37.	48206	Detroit	Wayne, MI	50,197
38.	07103	Newark	Essex, NJ	50,055
39.	11213	Brooklyn	Kings, NY	49,738
40.	11225	Brooklyn	Kings, NY	49,353
41.	38106	Memphis	Shelby, TN	49,103
42.	48221	Detroit	Wayne, MI	48,222
43.	48213	Detroit	Wayne, MI	47,954
44.	11216	Brooklyn	Kings, NY	47,502
45.	10456	Bronx	Bronx, NY	47,332
46.	19139	Philadelphia	Philadelphia, PA	46,976
47.	11221	Brooklyn	Kings, NY	46,732
48.	44108	Cleveland	Cuyahoga, OH	46,698
49.	21216	Baltimore	Baltimore City, MD	46,590
50.	60609	Chicago	Cook, IL	46,385

Spanish population

Rank	Zip Code	Post Office Name	County/State	Total
1.	78040	Laredo	Webb, TX	66,531
2.	78207	San Antonio	Bexar, TX	57,558
3.	60647	Chicago	Cook, IL	55,044
4.	90022	Los Angeles	Los Angeles, CA	54,839
5.	93030	Oxnard	Ventura, CA	54,762
6.	90201	Bell	Los Angeles, CA	50,697
7.	60623	Chicago	Cook, IL	50,162
8.	78501	McCallen	Hidalgo, TX	50,002
9.	90063	Los Angeles	Los Angeles, CA	48,241
10.	60622	Chicago	Cook, IL	47,876
11.	90255	Huntington Park	Los Angeles, CA	46,690
12.	87105	Albuquerque	Bernalillo, NM	46,658
13.	60608	Chicago	Cook, IL	44,622
14.	33012	Hialeah	Dade, FL	44,100
15.	79907	El Paso	El Paso, TX	43,676
16.	78228	San Antonio	Bexar, TX	42,552
17.	90033	Los Angeles	Los Angeles, CA	42,205
18.	78521	Brownsville	Cameron, TX	41,912
19.	78520	Brownsville	Cameron, TX	41,180
20.	90660	Pico Rivera	Los Angeles, CA	40,714
21.	10029	New York	New York, NY	40,574
22.	07087	Union City	Hudson, NJ	40,183
23.	78237	San Antonio	Bexar, TX	40,011
24.	90023	Los Angeles	Los Angeles, CA	39,750
25.	79915	El Paso	El Paso, TX	39,417
26.	90280	South Gate	Los Angeles, CA	39,162
27.	91331	Pacoima	Los Angeles, CA	37,890
28.	90026	Los Angeles	Los Angeles, CA	37,018
29.	91744	La Puente	Los Angeles, CA	36,980
30.	10472	Bronx	Bronx, NY	36,686
31.	87501	Santa Fe	Santa Fe, NM	36,651
32.	78550	Harlingen	Cameron, TX	35,598
33.	90006	Los Angeles	Los Angeles, CA	35,336
34.	90650	Norwalk	Los Angeles, CA	34,142
35.	79905	El Paso	El Paso, TX	33,888
36.	33125	Miami	Dade, FL	33,447
37.	11206	Brooklyn	Kings, NY	32,819
38.	11220	Brooklyn	Kings, NY	32,582
39.	78539	Edinburg	Hidalgo, TX	32,128
40.	33165	Miami	Dade, FL	31,994
41.	90032	Los Angeles	Los Angeles, CA	31,613
42.	91706	Baldwin Park	Los Angeles, CA	31,444
43.	90640	Montebello	Los Angeles, CA	31,273
44.	78211	San Antonio	Bexar, TX	31,030
45.	11211	Brooklyn	Kings, NY	30,389
46.	10032	New York	New York, NY	30,379
47.	33010	Hialeah	Dade, FL	30,129
48.	33135	Miami	Dade, FL	30,078
49.	11207	Brooklyn	Kings, NY	29,757
50.	78572	Mission	Hidalgo, TX	29,693